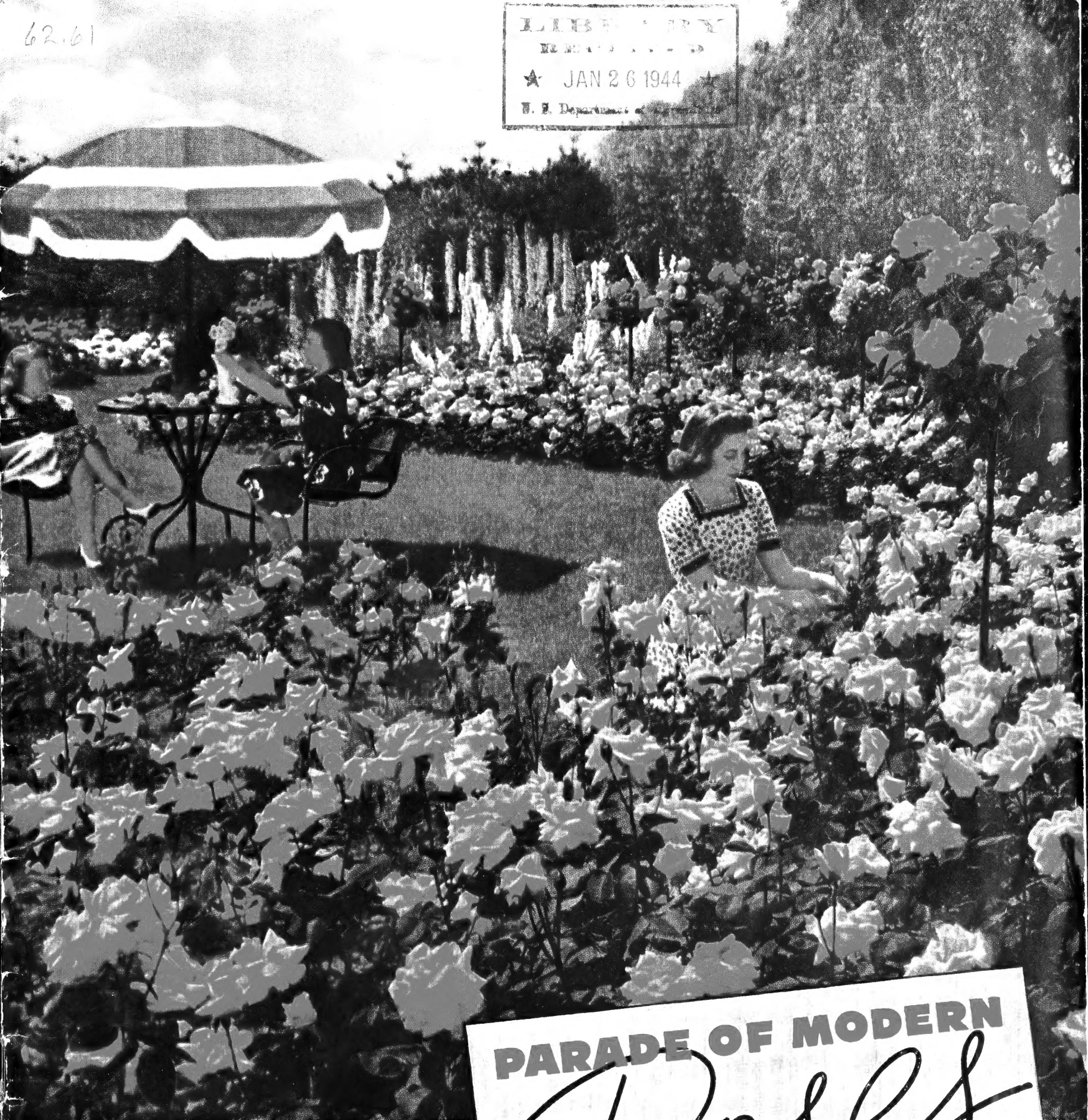
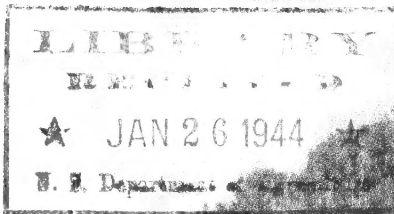


## **Historic, Archive Document**

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**Jackson & Perkins Co.**  
*World's Largest Rose Growers*

**PARADE OF MODERN**  
*Roses*  
**PERENNIALS  
AND FRUITS**  
1944

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA



# Good News! This Year You Can Plant J & P TREE ROSES

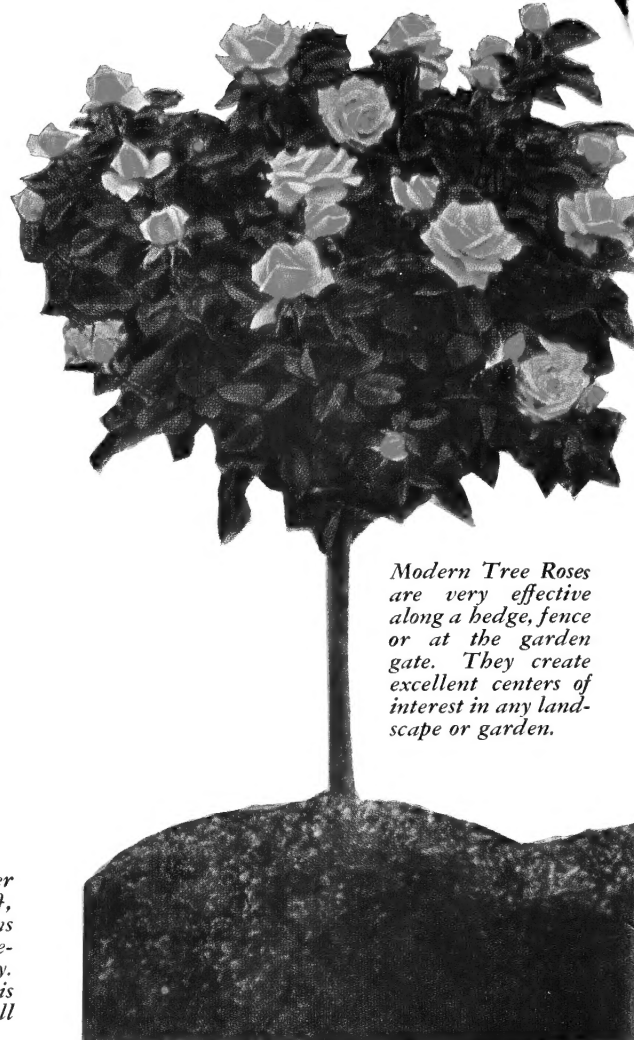
## The Aristocrats of Rosedom

ON THESE sturdy stems the Queen of Flowers reaches the pinnacle of perfection—giant size, exquisite form, brilliance of color—blooming from June till frost. The dramatic beauty of J. & P. Modern Tree Roses transforms any garden and grounds—they contribute to community morale. Tree Roses are ideal for every garden setting, from largest estate to smallest city lot, lending height and color to accentuate beauty.

J. & P. Modern Tree Roses make formal gardens more stately, informal gardens more radiant. In the Rose Garden they present a breath-taking panorama you will never forget. Imagine these everblooming trees with their large fragrant Roses right at eye-level! Use Tree Roses in perennial borders, too.

J. & P. Modern Tree Roses are grown on a special hardy strain of Multiflora stem and root for best success in your garden—a strain that transplants easily and handles well for winter protection. These husky stems are 3½ ft. tall with bushy, well-balanced heads.

The trunks increase in diameter in proportion with the top, an essential for success and long life in Tree Roses. These standards of J. & P. Modern Tree Roses are not subject to borers and other ills of older kinds of stems.



*Modern Tree Roses are very effective along a hedge, fence or at the garden gate. They create excellent centers of interest in any landscape or garden.*

*Several years ago (it takes much longer to produce J. & P. Modern Tree Roses), propagation of these stately specimens was greatly increased because the demand had always exceeded the supply. Now a fine stock of splendid plants is ready for your garden, even when all kinds of Rose plants are so scarce!*

## 24 Outstanding Varieties You May Select —or simply order by color, as many do

*For your favorites, order from this list by name. Many order by color (red, pink, yellow, salmon, white or multicolor), knowing we shall send the choicest plants to do best where you live, each properly labeled with its name.*

Blaze (plant pat. 10) Flag red. Very effective as a Tree Rose (see p. 26).  
Christ. Stone Scarlet-crimson (p. 18).  
Countess Vandal (pat. 38) Coppery bronze and pink. Outstanding (p. 8).  
Crimson Glory (pat. 105) Vivid (p. 15).  
Dicksons Red (pat. 376) Flashing red. The All-America winner (p. 7).  
Eclipse (pat. 172) Golden yellow—the "Streamline Rose." (p. 14).  
Hector Deane (pat. 361) Strawberry (p. 16).  
Mary Margaret McBride (pat. 537) Coral-pink. All-America 1943 (p. 14).  
McGredy's Salmon (Pat. 410.) (p. 13).  
McGredy's Yellow. Buttercup (p. 19).

Mme. Jos. Perraud Nasturtium (p. 19).  
Mrs. Sam McGredy Multicolor (p. 19).  
Neige Parfum (p. r. r.) White (p. 11).  
Pan America (pat. 437) Gold (p. 10).  
Pedralbes (p. r. r.) Waterlily-like (p. 8).  
Pinocchio (pat. 484) Salmon-pink (p. 21).  
Rose d'Or (pat. 482) Golden yellow (p. 13).  
Saturnia (pat. 349) Two-tone, red and yellow. Extremely fragrant (p. 7).  
Signora (pat. 201) Mandarin, salmon (p. 17).  
Snowbank (pat. 279) White (p. 24).  
Sonata (pat. appl. for) Cochineal (p. 11).  
White Briarcliff (pat. 108) (p. 13).  
World's Fair (pat. 362) Scarlet (p. 22).  
Zulu Queen (pat. 363) Deepmaroon (p. 9).

*Complete, simple instructions for easy planting and care are supplied with every order.*

*These prices include safe, expert packing, guaranteed to reach you in good condition. Tree Roses are sent Express Charges Collect.*

**\$3.50**  
Each

**ANY TWO \$6.50 FOR**

**Any Six for \$17.50**

*Tree Roses along a path, with their giant blooms and exotic fragrance, are the loveliest welcome to the garden guest.*

*We expect to be able to fill every order exactly, but if the supply of any variety is exhausted, we shall send another of the same color and quality unless otherwise instructed.*





# Garden for Victory

VICTORY Gardening at its best is *balanced* gardening—with flowers and shrubs and lawns and vegetables and fruits, all in their proper places. This war has seen a far saner approach to the garden than twenty-five years ago when tons of vegetable seeds were wasted where vegetables could never grow. To the Victory Gardeners of 1943 great credit is due for the tremendous amount of food you produced, far exceeding the expectations of the experts—at the same time growing more flowers than ever before!

## PARADE of MODERN ROSES, PERENNIALS, FRUITS

In tune with the needs of a nation spending far more time at home, this 1944 Parade is presented as a guide to more restful surroundings, more pleasant living, more beauty indoors and out.

For your patriotic garden, choose the new Modern Roses named for the gracious wife of General Marshall, and WAVES for the Navy's Women Reserves. Enjoy Brandywine, the new Floribundas, etc.

Thrill with the thousands planting Modern Perennials—Giant Northern Delphinium, Chrysanthemums, Phlox, Tritomas, etc. Select favorite Fruits. Heed the hundred-year-old verse, author unknown:

"Plant flowers that thou may'st have and give;  
Plant cabbages that thou may'st eat and live.  
For life is complex, and its needs demand  
That flowers and cabbages go hand in hand."

**Flowers in Wartime, Too, Says H. W. Hochbaum, Chairman, Victory Garden Committee, U. S. Dept. of Agriculture**

"One of the finest things that has come out of the Victory Garden program is the neighborliness and community spirit evident wherever people garden together. And in countless backyards and community gardens people also found space and time for flowers. This is as it should be. . . . We owe it to Johnny and Joan as they come marching home that the old home and the old home town welcome them with more flowers and greenery. What zest will be added then, and every day, if the meals are graced with bowls of roses, nasturtiums and other flowers. We must grow more of this food, too—food for our spiritual well-being and our everyday happiness."

—reprinted by permission, House & Garden's Garden Annual, 1944.

J. & P. Rose and Perennial Plants sent Prepaid, per terms on Order Blank

## World's Largest Rose Growers

Thousands of acres of nursery plantings of Jackson & Perkins surround Newark, the Rose Capital of America, with millions of plants of Modern Roses and Perennials. Their carpets of color, together with the J. & P. Test and Display Gardens, have attracted hundreds of thousands of guests and inspired the annual Festival of Roses. This year much acreage was devoted to food production; the traditions of the Festival were observed by Newark's citizens, till you can come again.

## Our Gardens Must Not Fail Them Now!

American boys at the front continue to write of the comfort they get in thinking of the peace and beauty in the garden back home. To them it is a symbol of stability—token of all they are struggling to protect. We must "keep 'em growing" so your sons and mine will find the gardens undimmed when they come back.

Again this year we must grow all the food we can; our neighbors must join us if America reaches the goal of 22,000,000 Victory Gardens in 1944.

As we harvest food from the good earth, we should continue to derive beauty, too. In partnership with Mother Nature in the garden, one gains a sure source of peace and contentment in a war-torn world. In the calming beauty of flowers we find new strength to do our utmost for Victory.

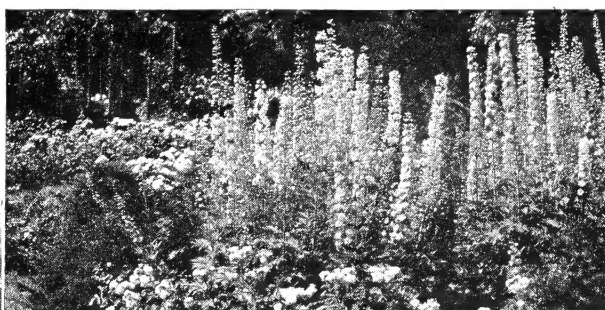
May your garden be a morale-builder on the home front, and bring you pleasure.

*Charles H. Perkins*  
President

## Order Early!

Never was there such interest in gardening! Another rush like last spring is sure to come. The earlier you send us your order, the better we can serve you and supply what you want. There is a shortage of Rose plants. Fortunately, our fields of Modern Perennials have produced very well—this is a fine year to plant more Perennials.

J. & P. Giant Northern Delphiniums made an impressive display at the Festival; in great demand this spring (see p. 34-35).



**Jackson & Perkins Co.**  
World's Largest Rose Growers  
NEWARK, NEW YORK  
Rose Capital of America

## OUR Guarantee IS YOUR PROTECTION

**OUR GUARANTEE**—We offer you only one grade of Roses—the finest. We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

We guarantee every plant to flower the next normal blooming period after planting.

We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

**YOUR RESPONSIBILITY**—Roses are mortal, like any other living thing. They really need comparatively little care—especially the new improved varieties. But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY



Guests admire the profuse bloom in a corner of the J. & P. Display Gardens.

Mary Margaret McBride came for her NBC broadcast during the Festival of Roses (see her Rose, p. 14). In the carriage with C. H. Perkins, she recalls memories of her girlhood in Missouri.



## The Garden on the Front Cover

The front cover is a photo of a corner of the J. & P. Display Garden during the Festival of Roses. These numbers identify the varieties so you may order those you like: (1) Brandywine; (2) Prima Donna; (3) Betty Prior Floribunda; (4) red, pink and yellow Tree Roses; (5) Debutante and Enchantment Delphinium; (6) Summer Snow and Donald Prior Floribundas.

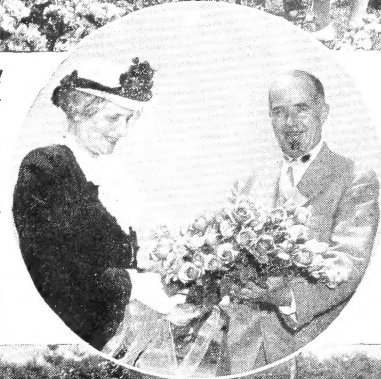


A growing field in the J. & P. Rose Nurseries.



The "Old Dirt Dobber" and Frances and Paul broadcast their June 26th coast-to-coast Columbia program from the J. & P. Gardens, with C. H. Perkins, E. S. Boerner, Mrs. Jeanette McCay.

Mrs. George C. Marshall, Eugene S. Boerner, and the Rose named for her (p. 5).



Dr. J. Horace McFarland, Dean of Rosedom, 84 years young, inspects the J. & P. Test Gardens with Eugene S. Boerner and Charles H. Perkins.





# New HYBRID TEAS

HERE at Newark, in the rigorous climate of northern New York State, over 2,500 acres are devoted to the Jackson & Perkins plantings, and the world's largest Rose-hybridizing operations are maintained. It takes five years to prove and propagate a new Rose. Our standards are so exacting that only one out of every fifteen hundred seedlings ever becomes a J. & P. Modern Rose.



Captain William F. Amsden, U.S.N. Commanding Officer of the Naval Training School for Women Reserves, The Bronx, New York, accepts bouquet of the beautiful new WAVES Roses from Charles H. Perkins, who named the new flower, as pretty WAVE onlookers admire the new Rose named for them. WAVES Roses have been planted in the famous rock-garden at the school which is the Navy's "Boot" Training Station for enlisted WAVES.

(Plant Propagation Rights Reserved)

**WAVES**

Test Garden No. 2895

**Named to honor the U.S. Navy's Women Reserves, Women's Auxiliary Volunteer Emergency Service**

"So Proudly We Hail" this new J. & P. Modern Rose named for the gallant WAVES. A seedling of the grand old favorite Dame Edith Helen, WAVES has all the fine qualities of its lovely parent with infinitely greater charm; in addition a sturdy, more rounded plant and rugged, deep sea-green foliage. The coral-pink ovoid buds and intriguing, cup-shaped blooms are of unceasing interest and very generous in their old-rose fragrance. WAVES' desirability in the garden is further heightened by the great profusion of bloom, an inspiring display of clear glowing pink in spring and summer which becomes suffused more and more with yellow as the summer advances, in fall reaching a lovely soft salmon-pink.

*Plant.* . . . vigorous, compact, very hardy, growing about 2½ ft. tall. 15- to 18-in. stems.

*Profuse.* . . . flowers in great profusion, truly everblooming from spring till late fall.

*Blooms.* . . . 35 firm petals that hold well in sun; satiny inside, glossy outside.

*Fragrance.* . . . intense old-fashioned Rose perfume.

\$1.50 each; 3 for \$3.75; 12 for \$15.

WAVES

© J. & P. CO.

## World's Fairest

**GROUP #409**

Many want to order the finest dozen Modern Roses, without taking the time to select for themselves. Ever since J. & P. was selected to provide the Roses of Tomorrow for Gardens on Parade at the World's Fair, each year we have made up a new list of the World's Fairest, to meet these many requests. They will add new glory to your Garden, win prizes in the Rose Shows.

Dicksons Red, scarlet-red (p. 7)  
Countess Vandal, coppery bronze (p. 8)  
Eclipse, golden yellow (p. 14)  
Gloaming, salmon-pink (p. 10)  
McGredy's Sunset, yellow (p. 9)  
Rose Bampton, China red (p. 12)

Eternal Youth, clear pink (p. 12)  
Better Times, bright red (p. 15)  
Signora, mandarin (p. 17)  
Neville Chamberlain, salmon (p. 17)  
Saturnia, cardinal, salmon (p. 7)  
Rex Anderson, white (p. 17)

**12 Plants, 1 of each** (value \$14.75) **for only \$12.25**

When Sue Hastings came to christen the Pinocchio Rose, Charles H. Perkins surprised her with a new Rose for 1944 (see p. 21). Here he gives her a bouquet of "Marionette."

A Victory Garden Float in the Rose Parade.



The 1943 Rose Queen was elected and crowned at the Moonlight-and-Roses Dance.

## The Festival of Roses

FOR well over 10 years the Festival of Roses has taken place here in the Rose Capital of America. Every year we have welcomed many thousands of guests; of course you could not come last summer but Newark's citizens carried on the traditions of the event. The "Old Dirt Dobber" and his staff came from Nashville to tell all America about the Festival on his coast-to-coast Columbia Network. Mary Margaret McBride came, too, to tell her listeners about the Roses. The world-renowned Sue Hastings Marionettes performed again.



And did the Roses bloom! The entire J. & P. Test and Display Gardens a sea of color and fragrance!

At left is the prophecy of a Festival to come—after Victory—when crowds will fill the gardens to enjoy their beauty. This picture was taken during the Festival of 1940.



In the civic Kiddies' Rose Parade these war-minded bud-dies fashioned their "General Sherman Tank" to create a Victory message with Roses.

The 4-H Club Girls formed a Victory Garden Brigade and displayed the results of their labors, for all Newark to see.



Page 4

**Jackson & Perkins Co.**

# in the PARADE OF MODERN ROSES

IN THE J. & P. Test Gardens there are 20,000 Rose plants in over 3,000 varieties—all the Modern Roses already introduced, hundreds of new Roses for the future. J. & P. is closely associated with and has American rights for new Roses of leading hybridizers of other lands.

*All Are Finest Quality 2-yr.-old Field-Grown Plants*

(Plant Patent No. 607)

## KATHERINE T. MARSHALL

*The All-America Winning Pink Rose for 1944*

Test Garden No. 38-4542

So glorious, so appropriately named to honor Mrs. Marshall, wife of America's great General Marshall! All-American—created in our own Newark nurseries by Eugene S. Boerner, chief hybridist and director of the J. & P. Dept. of Plant Research. A Rose of rare beauty and delicacy of form—growing vigorously with large, open upright blooms of friendly warm glowing pink. Highly praised in all sections of the country. Very hardy. The growth and foliage is equal to the Radiance family and outstrips the old favorite President Hoover. Fruity fragrance, perfect form, and long stems.

*Color*.... clean, sparkling, warm pink.

*Buds*.... long pointed, firm, slow opening—deep coral-pink with suffusion of yellow.

*Blooms*.... fine, generously full cupped, 5 in. across. Heavy petals resist summer sun.

*Fragrance*.... marked and fruity.

*Plants*.... hardy, very vigorous, tall, 2 to 4 ft. Rich profuse dark green foliage. Very bushy—resistant to heat, rain, disease.

\$2. each; 3 for \$5.; 12 for \$20.

© J. & P. CO.

*Brandywine*



*The Rose of the Patriots*

## BRANDYWINE

(Plant Patent No. 530)

Test Garden No. 3199

Created in "Cradle-of-Liberty Land" on soil made hallowed by the sacrifice of our soldiers of the Revolution, on the banks of the historic Brandywine, tall and strong and rugged as the patriots of old. The handsome large pointed buds are the answer to a flower arranger's prayer, lovely for all kinds of bouquets, also exquisite in boutonniere or corsage. The virile plants typify American ambition and grow to a height of 4 ft., blooming heartily right through till late fall. In a delightful shade of buff-yellow, the sleek buds open slowly and finish light yellow; in the cooler fall weather they assume lively orange tints. Their sweet fragrance is equally pleasurable in the garden and in the home.

*Buds*.... modern, pointed, buff-yellow, with lively orange tints in cooler weather.

*Blooms*.... light yellow, stately, cup-shaped, fine large flowers on good long stems.

*Fragrance*.... the sweet perfume is alluring in bouquets.

*Plants*.... tall, vigorous, rugged, hardy; up to 4 ft. Very disease-resistant.

*Foliage*.... large, dark green, very attractive.

\$1.50 each; 3 for \$3.75; 12 for \$15.



© J. & P. CO.

*Katherine T. Marshall*

*Above, the candid camera caught the gracious Mrs. Marshall in the J. & P. Gardens, admiring a preview of this lovely Rose she has allowed to bear her name.*

## Debutantes of Rosedom

### Group #410

Six of the loveliest, special—**Waves, Katherine T. Marshall, Brandywine, Prima Donna, Mme. Chiang Kai-shek and Mary Margaret McBride.**

**6 Plants, 1 of each \$8.35**  
(value \$10.)

## ROSE PLANTS FOR GIFTS

J. & P. Modern Rose Plants are a luxurious gift for all occasions. Special gift certificates have greetings for Mother's Day, Birthday, Anniversary, Valentine, Easter, Christmas, etc. A crystal-clear plastic gift box with handmade Rose announces the plants to be sent—see more on page 47.



*World's Largest Rose Growers*





© J. & P. CO.

Prima Donna

# More DEBUTANTES IN THE PARADE OF

## PRIMA DONNA P. R. R. (Test Garden No. 2975)

Exquisite in form, intriguing in color—one of the most appealing combinations of color it has been our privilege to introduce, and new for 1944! Reminiscent of the large gold medal hothouse blooms of R. M. S. Queen Mary so admired at the big Flower Shows but larger, fuller, and *with the added qualities of a peerless outdoor plant*—sturdy, upright, about 3 ft. tall, with copious foliage. What wouldn't you give for such perfect, high-centered, exhibition blooms of glorious deep salmon suffused with pink, creating an eye-stopping display in the garden, providing a generous supply of artistic buds and blooms for bouquets! A masterpiece from the noble house of Dickson, blooming continuously from mid-June all through summer and fall. Prima Donna will continue her peerless performance year after year, earning enthusiastic praise from even the most exacting critics.

*Buds*...exquisite, pointed, modern, bright salmon-pink, unfurling slowly and delightfully.

*Elooms*...very large, perfectly formed, high-centered, exhibition flowers. 35 thick, artistic petals that reflex so the flowers are always trim and sleek.

*Color*...rich, deep salmon with pink suffusion, creates a pleasing play of color as petals unfold, with intense pink in the heart. Sun-fast. When fully open the pink predominates, effectively touched with buff.

*Fragrance*...appealing, alluring, not heavy.

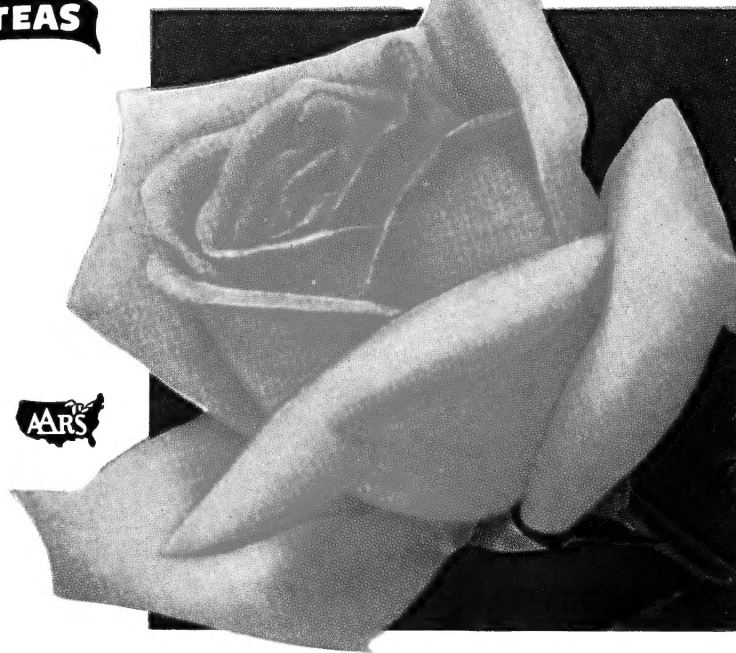
*Generous*...buds and blooms are freely borne on the bush plants.

*Plants*...vigorous, elegant, well clothed with dark green foliage; very resistant to all rose ills. Stands sun and heat well.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## HYBRID TEAS

Mme. Chiang Kai-shek



## MME. CHIANG KAI-SHEK

(Plant Patent applied for)

Leading lady of the world! Few in all history have won such deep and reverent admiration all over the world as the queenly First Lady of China, Mme. Chiang Kai-shek. No matter what the quality of the Rose named in her honor, millions would want to grow it as a way to pay her tribute! Yet this flower is so lovely the committee of judges have honored it as an All-America Rose for 1944.

*Buds*...long, pointed, well-proportioned, of exceeding grace.

*Blooms*...regal, long-lasting, in a breath-taking creamy yellow, symbolizing the calm and serenity of the lovely Mayling. 35 firm but dainty petals whose color softens as the flower enlarges, finishing almost white but without burning as older light pastels did.

*Fragrance*...delicate, pleasing.

*Plant*...tall, stately, vigorous, with rich dark green, leathery foliage.

\$2. each; 3 for \$5.; 12 for \$20.

## THE QUEEN OF FLOWERS AT HER BEST

**M**ORE exquisite, more glorious than ever—these debutantes of Rose-dom for 1944 will bring realization of your fondest dreams for the Rose garden. Tested in our own gardens and growing fields in this rigorous climate, further proved in more than 100 stations from coast to coast, all of these Roses have been bred to be superior—in hardiness, resistance to disease, form, fragrance, habit, and abundance of bloom.

In this war-torn year, how fitting it is that such radiant new Roses should come to grace our gardens with their expressions of good will, not in the language of nations but in the language of Roses. How eloquently their names reflect the world-wide interests of the day—Katherine T. Marshall, Mme. Chiang Kai-shek, Floribunda Mexico, WAVES, etc. Selected from the finest creations of our own nurseries, also by other American rosarians and the leading Rose hybridizers of other lands.

## The Parade of Peers

### GROUP #408

Are you one who wants the loveliest Roses and would like to take the recommendations of experts to help you make your selections? We know you will be delighted with the Parade of Peers, for you will have the finest of Modern Roses, all exquisite colors, all with fine, high-centered blooms, completely satisfying to even the most critical rosarian.

Mary Margaret McBride, coral-pink (p. 14). Pan America, orange and gold (p. 10).  
Brandywine, buff-yellow (p. 5). Countess Vandal, coppery pink (p. 8).  
Rose d'Or, pure gold (p. 13). Dicksons Red, scarlet-red (p. 7).  
Neville Chamberlain, salmon (p. 17). Signora, mandarin and salmon (p. 17).  
Hector Deane, deep pink (p. 16). White Briarcliff, pure white (p. 13).  
McGredy's Salmon, salmon-pink (p. 13). Eclipse, golden yellow (p. 14).

**12 Plants** 1 of each **\$13.35**  
(value \$16.) for only



# and Favorites

## MODERN ROSES

### DICKSONS RED (Plant Patent No. 376)

Because of the many virtues of Dicksons Red for the Rose gardens of America, we have grown more plants for this spring than of any other Red Rose in the "Parade." This glowing scarlet-red Rose from the Emerald Isle "has everything"—flashing color; large, beautifully cupped, high-centered form; rich fragrance; early, abundant, continuous bloom; resistance to heat; strong, sturdy bush; clear, healthy foliage. A Rose so lovely, so rugged, so able to stand the hottest sun with color undimmed—so completely satisfying it will continue to be the leading red Rose for years to come. In cooler weather, a rich velvety red. There is no other Red Rose which will be more faithful in producing an abundance of glorious bloom all season long, nor one with more fragrance than the spicy richness of Dicksons Red.

**Hardy**... thrives in hottest summer and blooms unceasingly, one of the first in spring. The color holds; does not blue.

**Plant**... well formed, about 2 ft. tall. Foliage is both abundant and fresh-looking at all times.

**Fragrance**... dominating, rich, mellow.

**Awards**... Gold Medal, National Rose Society of England; Clay Cup for Fragrance. First award for Hybrid Teas, All-America Rose Selections.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

### SATURNIA (Plant Patent No. 349)

Glorious, with 20 flame-wrought petals casting their spell of enchantment. The face of the large petals is a brilliant cardinal-red while the reverse is a salmon-yellow and copper, creating a warmth of tone difficult to describe—still more difficult to forget. If you do not have Saturnia in your garden, we cannot suggest another which would contribute so much to the array of colors as this stunning masterpiece. A glimpse at the picture below will indicate what a wealth of interest it creates, and how effective it is for use in bouquets.

**Fragrance**... pronounced, fascinating, fruity.

**Plant**... symmetrical, average height; fine cutting stems

**Foliage**... shiny dark green.

**Awarded**... Gold Medal, Colle Oppio Gardens, Italy.

\$1. each; 3 for \$2.50;  
12 for \$10.

Saturnia

© J. & P. CO.



Dicksons Red

© J. & P. CO.

### LOWELL THOMAS (Plant Patent No. 595)

Because of the nation-wide popularity of the eminent commentator, it is small wonder that he should be honored by making this Rose his namesake. Now its blooms of glowing gold are doubly honored, for they have been selected this year as one of the new All-America Roses. Dainty, alluring fragrance. The large, perfectly-formed blooms have 35 large, buttery golden yellow petals that hold their color very well. On long stems, each bloom is a treat in itself. The sturdy and vigorous plants are very satisfactory in the garden.

**Blooms**... distinctive in form and growth. 35 petals, large, long-lasting.

**Foliage**... dark green, individualistic, attractive.

**Season**... particularly good June bloomer and follows through the season with refreshing flowers.

**Plant**... vigorous, sturdy grower that reaches up to 3 ft. in height.

\$2. each; 3 for \$5.;  
12 for \$20.

Lowell Thomas





# The Parade OF MODERN

## COUNTESS VANDAL (Plant Patent No. 38)

"Queen of Modern Roses"—acclaimed round the world as the most artistic bloom in Rosedom! The first color to show between the trim green sepals is a brilliant bronze, lightening toward gold at base. The long slender buds hold their artistic shape for several days as the petals unfold languorously in a lovely panorama of carmine-pink, buff and gold. The large, high-centered blooms win high honors in the shows—the unique petals quill back most interestingly with their symmetrical outer points forming a circle, reminiscent of the Rose Window in a great cathedral. The alluring fragrance further heightens their desirability in the garden and on display in a vase in the home. Erect stems, ideal for bouquets and arrangements. Originated by Leenders of Holland, this pioneer in the Era of Modern Roses continues to increase in popularity—even connoisseurs who paid two dollars each for the few plants they could get several years ago keep on enlarging their plantings. It would be difficult to find a confirmed devotee of Roses who does not know and grow Countess Vandal! In our fields the plantings of this Rose were increased to insure that the plants you want this spring will be ready for you.

*Color* . . . . . breath-taking coppery bronze and pink, flooded with gold; reflex of silver.

*Exhibition* . . . most widely used exhibition Rose. Buds and blooms always win high honors.

*Fragrant* . . . . . mellowing to winy richness as flower matures.

*Prolific* . . . . . awarded Gold Medal of the King of Spain, for profusion of bloom.

*Plant* . . . . . 24 to 30 in. high; disease-resistant, easy to grow.

\$1. each; 3 for \$2.50; 12 for \$10.

Countess Vandal

## PEDRALBES P. R. R.

This delicately shaded, delightful Rose from Spain—an interesting, intriguing Camprubi—has been an outstanding surprise in our test-gardens here in Newark the past two summers as rosarian after rosarian paused to admire, and was drawn back again and again. It has the "indescribable something" connoisseurs seek; was in real demand last spring when devotees who had seen its preview got the first plants. Enough have now been grown so you may have Pedralbes this year.

*Blooms* . . . large, 5 in., each with about 16 quaint creamy-white petals in tumbling profusion, enchanted by large yellow center, waterlily-like. Interesting always; finishes pure white. Slight fragrance.

*Borne* . . . . . clusters of 4 or 5 on long, graceful stems; spreading plants, 30 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Pedralbes

## ROME GLORY (Plant Patent No. 304)

The aristocrat of red Roses, among the largest in Rosedom, unchallenged in a wide, bright world of color. A true patrician. Borne freely on extra-long stems, keeping marvelously in bouquets. Superb fragrance, most prized of all Roses at the florists, commanding fabulous prices wherever grown.

*Buds* . . . more glorious, more perfect than any American Beauty. Large, double blooms of exquisite form.

*Lasting* flowers last long on the plant, or cut.

*Plant* . . . strong, healthy, of better than average height.

\$1.50 each;  
3 for \$3.75;  
12 for \$15.

Rome Glory

© J. & P. CO.



# ROSES for 1944

## McGREDY'S SUNSET (Plant Patent No. 317)

The large, exquisite, very fragrant blooms of McGredy's Sunset win wholehearted admiration at every stage—as the long life of the flower progresses very slowly from the artistic bud to the full open flower of fine symmetrical petals—always graceful, always lovely. In fine Rose gardens from coast to coast this is one of the most loved of all the McGredy Roses. Tinted with delicate orange and rich scarlet, the saffron blooms open in glorious grandeur and hold their perfect form long after cutting. The generous plants are so bountiful in bloom that they liven the garden with their golden hues, and at the same time provide ample flowers for cutting. All summer and fall in our gardens, and particularly during the Festival of Roses, it is always interesting and gratifying to see how many thousands of guests are instantly attracted to our plantings of McGredy's Sunset—and to hear their enthused exclamations of pleasure.

*Blooms* . . . glorious orange-yellow heavily suffused with salmon-flame; the colors resist sun and heat. Slow opening. Symmetrical petals; high-centered, full. Long keeper.

*Buds* . . . beautifully formed, exquisite in bouquets, for boutonnières.

*Fragrance* . . . freshly sweet; generous when cut; haunting, old fashioned.

*Plant* . . . excellent, full, willing. Shiny green foliage. 30 in. tall.

\$1.25 each; 3 for \$3.15;  
12 for \$12.50

## VERA ALLEN P.R.R.

From the grand old house of Dickson, appealing in her delicate peach-blown tints. The coloring is most charming when grown in semi-shade and will reward you for such a location.

*Buds* . . . large, ovoid, most interesting form; cream tinged pink.

*Blooms* . . . high-centered; more pink on inside of petals.

*Fragrance* . . . delightfully sweet.

*Plants* . . . compact, 18 in. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## GREER GARSON (Plant Patent applied for)

Utterly charming, distinctive in style and form, sweetly fragrant—as lovely and unforgettable as its namesake. The large pointed buds open slowly with the outer petals spreading gracefully and the inner ones unfolding even more slowly. Continuous bloomer, profuse in spring and particularly heavy in fall. Vigorous plants 30 in. tall.

*Color* . . . alluring, ever-true, deep rose-pink, inside suffused yellow; thrives in all climates.

*Buds* . . . large, pointed, slow opening.

*Blooms* . . . high-centered, 5 in. across; often 5 to 6 on a stem.

*Fragrance* . . . sweet and fruity.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## ZULU QUEEN (Plant Patent No. 363)

The darkest and one of the "blackest" of all Red Roses—a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full-petaled. Large, dark green foliage on a stalwart bush. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, even in torrid weather. The demand continues to exceed the supply of this rare Rose.

*Bush* . . . vigorous, hardy, well-proportioned; grows 2 ft. tall.

*Blooms* . . . the long, pointed buds open gloriously; distinctly and delightfully perfumed.

*Generous* . . . each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

*Color* . . . holds its deep hues throughout the life of the flower.

\$2. each; 3 for \$5.  
{Limit, 3 to a customer} Page 9



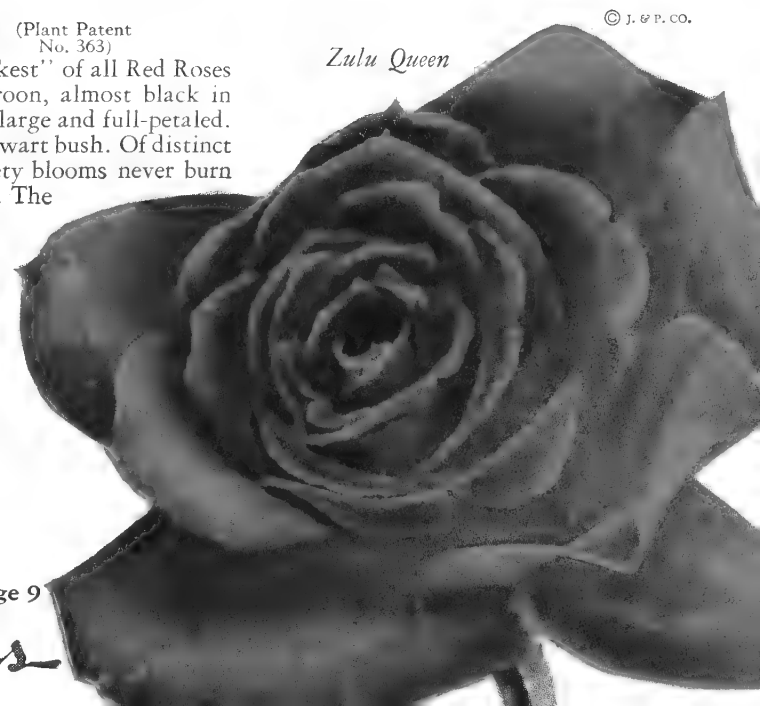
Vera Allen



Greer Garson



McGredy's Sunset



Zulu Queen

World's Largest Rose Growers

# Modern Roses

## PAN AMERICA (Plant Patent No. 437)

One of the outstanding leaders in the Parade of Modern Roses, christened Pan America at Newark's Festival of Roses as a bow to good neighborliness and inspired by its gay colors. Compelling in its wealth of warm hues, particularly as the reddish orange buds unfold to show deep orange inside and these rich tones diffuse into beautiful tawny yellow with outside of petals darker gold; in the final stages, lovely light gold, darker outside. Of strong appeal both to those who prefer yellow Roses and those who get a special thrill from the play of color in the lively blooms of Pan America. Be sure to enjoy it in your garden this year.

*Buds*.... long-ovoid, very effective.

*Petals*.... 30 substantial, velvety, airy petals.

*Fragrance*... sweet, Tea-like, alluring.

*Continuous*... right from the first burst of June, throughout the summer, with a rich epilogue of even deeper color in fall.

*Plants*... 3 ft. tall, open, hardy, vigorous, disease-resistant. Glossy foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15:

*Just as the Roses keep on growing and blooming because it is the natural thing for them to do, so we unite in working together, helping each other, cheering each other, on America's march to Victory. Roses do help maintain our morale!*

## GLOAMING (Plant Patent No. 137)

An outstanding pink Rose for exhibition blooms. In it seems to be reflected the breath-taking beauty of the last fleeting rays of a perfect autumn sunset. Gloaming does not require pampering; sturdy, tall, not afraid of the toughest winter. A favorite cut-flower variety that is a "must" for every Rose-lover.

*Color*.... delicate salmon-pink, blending into tawny orange and gold.

*Blooms*... very large—double—beautiful.

*Fragrant*... decidedly so, decidedly pleasing.

*History*... created by Dr. Nicolas. Height 24 in.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Gloaming

© J. & P. CO.

## Creations of Dr. Nicolas Group #411

For the thousands who revere the great Rosarian, here are 4 outstanding Hybrid Teas created here at J. & P. by Dr. Nicolas, of ever-widening popularity in Rosedom:

Gloaming (at right) Eclipse (yellow, streamline, see p. 14)  
Flambeau (see below) Mary Margaret McBride (coral-pink, p. 14)

**4 Plants, 1 of each** **\$4.35**  
(value \$5.25) for only....

Flambeau

© J. & P. CO.

## FLAMBEAU (Plant Patent No. 374)

Bright as the glow of the flaming fagots for which this brilliant top-flight Rose is named, the color of Flambeau is a vivid, vibrant, rich scarlet with shimmering velvety sheen on inside of petals. Exuberant in growth and most generous in bloom, it is fast becoming the favorite tall red Rose, taking the place of and out-performing the old favorite, Etoile de Hollande. Its natural grace is appealing in flower arrangements; men like the buds for boutonnières; women praise Flambeau for its bold splash of color, both in the garden and in bouquets. Flambeau sets the garden aflame with compelling color that wins the admiration of all; the tone lightens some in midsummer. Tall, 2½- to 3-ft., full bushes; hardy, very vigorous.

*Buds*... trim, slender, pointed, carmine.

*Color*... glowing scarlet, with shimmering velvety sheen.

*Blooms*... open slowly into appealing petal formations, delightfully fragrant. Long stems.

*Foliage*... dark green, attractive.

*Created*... in the J. & P. department of plant research, by Dr. Nicolas.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

## HYBRID TEAS

### SONATA (Plant Patent applied for)

All the delicate tones and vibrant harmony of a musical masterpiece seem somehow to have found living expression in the exquisite form, enticing aroma and sparkling color of this one Rose.

A cochineal-red in spring and fall, in summer lightening to unusual hues of deep, lively pink. In lovely contrast, the outside of petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually and artistically from long, pointed buds of intense cochineal-red. Abundant, dark green foliage completes the charm and artistry of the entire plant. Sonata grows proudly erect on long, strong stems, blooming abundantly from spring to fall and providing a generous supply of cut flowers for the home.

*Buds*... pointed, long, intense, cochineal-red.

*Flower*... modern, high-centered.

*Fragrance*... sweet and pleasing.

*Habit*... hardy, vigorous, upright plants, about 36 in. tall. Sun-, heat- and disease-resistant.

*History*... a Dutch Rose from Van Rossem.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Sonata

© J. & P. CO.

### SATAN

(Plant Patent No. 379)

A swarthy, glowing velvety red from far-off Spain. The long-lasting blooms are high centered and beautifully formed. The bushes are tall in growth, sturdy and full of bloom. Always delightful.

*Blooms*... high-centered, many petals, deeper color in center.

*Fragrance*... rich, heavy, exotic.

*Foliage*... dark green, somewhat crinkled—very decorative.

*Plant*... bushy, strong-growing—about 30 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Spun Gold

© J. & P. CO.

### SPUN GOLD (Plant Patent No. 495)

Lovely airy gold in an exquisite clear tone that remains undimmed. When in full bloom, the bush is a sight to delight every Rose enthusiast. Perfect buds and medium-large flowers borne on almost thornless stems that make cutting easier, more enjoyable. One of the famous McGredy Roses. Fading in hot sun is so slight as to be practically unnoticeable.

*Bud*... pure limpid gold, ovoid in form, retaining high center, perfect form, and color until full blown.

*Blooms*... fine, firm-textured, medium-large, generously full, in picturesque clusters.

*Foliage*... ample; glossy; rich green.

*Habit*... continuous bloomer. 2 to 2½ ft.

\$1.50 each; 3 for \$3.75; 12 for \$15;



Miss America

### MISS AMERICA

(Plant Patent No. 264)

This lovely pastel achieves greater heights of popularity with every new season in more and more of the nation's fine gardens. A milk-and-honey Rose; delicate flesh tints touched with salmon and gold. The flowers are very large, with an average of 65 petals—on long stems. Fine exhibition blooms.

*Vigorous*... fine, healthy foliage with excellent resistance to disease—extreme hardiness. 24 to 30 in. high.

*Fragrance*... very pronounced.

*Noted for*... persistence of abundant bloom.

*Honored*... First Certificate of Merit, Colle Oppio, Italy; Certificate of Merit, A.R.S., 1938.

\$1. each; 3 for \$2.50; 12 for \$10.

### NEIGE PARFUM P. R. R.

For fullest appreciation of a fragrant white Rose, let your choice be Neige Parfum, from Mallerin. Its purity of color has the much-desired addition of extremely copious lemon verberna fragrance. Early bud has slightest tinge of cream, then delicate lemon as it unfolds; in full bloom a beautiful white, peony-formed. Plants 2 to 2½ ft. tall.

*Buds*... long, ovoid.

*Blooms*... large, intensely fragrant.

*Fragrance*... copious, lemon verberna.

*Foliage*... healthy, dark green.

\$1.50 each; 3 for \$3.75; 12 for \$15;

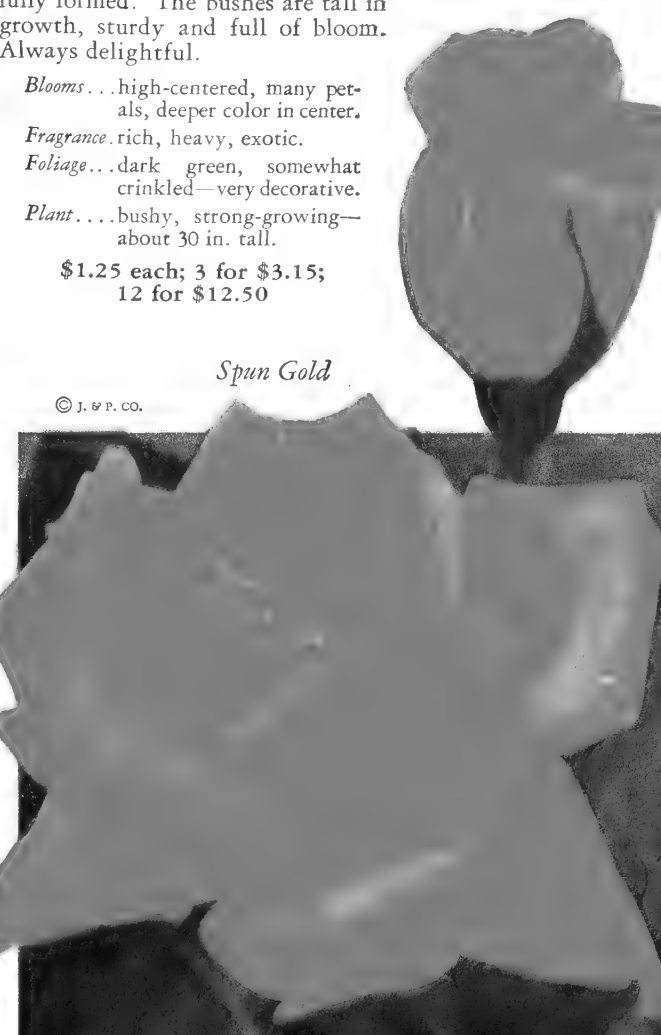
Neige Parfum

© J. & P. CO.



Satan

© J. & P. CO.





# Parade of MODERN ROSES

## ROSE BAMPTON

(Plant Patent No. 425)

A cheery, challenging new shade of China red, heightened in the sunlight and always distinctive, radiantly beautiful in the garden. Retains its depth of color throughout the long life of the blooms. One is drawn to this exciting Rose as to the superb voice of the great Metropolitan Opera Star for whom it is named. In early spring occasionally there are two-tone variations between the outer and inner petals; from early summer to frost the intense red remains in all its brightening beauty. Petals reflex slightly as they open and the full flower resembles a camellia.

*Buds*...alluring, Ophelia-shaped, rich carmine, developing into China-red as the petals unfold.

*Blooms*...5½ in., very double, slow in opening, hold a long time. 50 or more firm, well-spaced petals, camellia-like. Prolific.

*Fragrance*...delightful old Rose perfume.

*Plant*...strong, healthy, vigorous, about 2½ ft. tall. Very hardy; disease-resistant.

*Foliage*...rich dark green, and bountiful—covers bush completely.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Rose Bampton

## HYBRID TEAS

## PEARL S. BUCK (Plant Patent No. 423)

A picture Rose, exquisitely beautiful, long-lasting and alluringly fragrant. Leathery dark green foliage, a perfect foil for buds and blooms. Buds are rich orange hue, long-pointed. Opening slowly, the color softens to gold suffused with apricot. Growth is tall, allowing frequent cuttings of the lovely, fragrant blooms. Famous, like the distinguished author and Pulitzer Prize Winner, Pearl S. Buck, for whom it is named. Exceptional exhibition traits. Will add a wealth of delight and charm to your garden however large or small it may be.

*Buds*.....long-pointed, rich orange.

*Blooms*.....high-centered, about 4½ in.

*Stems*.....long, for cutting.

*Foliage*.....ample, firm; clean, deep green.

*Plant*.....upright, tall, 3 ft.

*Fragrance*.....rich and lovely; lingering quality adds to its appeal.

*Prolific*.....generous and free-blooming.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Pearl S. Buck



Eternal Youth

© J. & P. CO.

## ETERNAL YOUTH

(Plant Patent No. 332)

The clearest of pinks—a Rose of sparkle and beauty whose delightful fragrance and cheerful color make it outstanding among all pink Roses. It is instantly loved by all who see it. You will prize the lively, vibrant, intense pink tones of a Riviera sunset, in blooms that stand proudly erect on long, strong stems. Its perfect form embodies all the name typifies. Admirable for cutting; free-blooming; easy to grow. The plants are symmetrical, well-proportioned, and disease-resistant.

*Presented* by Aicardi.  
*Color*...joyous pink, livening to yellow at base of petals.

*Fragrant*...reminiscent of sweet, old-fashioned Roses.

*Blooms*...slim, graceful buds, opening to double flowers, superb in form. Entrancing for exhibition, winning many firsts in the Rose Shows.

*Plant*...excellent; compact, about 2 ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



White Briarcliff

© J. & P. CO.

## WHITE BRIARCLIFF (Plant Patent No. 108)

One of the daintiest and most delightful of all white Roses—grows gracefully. Produces great quantities of flowers repeatedly throughout the entire season. Exquisite in flower arrangements. With the loveliness of a charming bride, this gorgeous Rose proudly displays its blooms—so coolly fragrant—so generously long-lived.

*Distinction*... both in bud and open flower, pure white. Blooms a week ahead of most.

*Prolific*... tremendous producer. Fully double. Ideal for cutting.

*Plant*... spreading, bushy, 2 to 3 ft.

*Prize of Honor*... and Gold Medal at International Exhibition, Paris. Silver-Gilt Medal, French N.H.S.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Charlotte Armstrong



## ROSE D'OR (Plant Patent No. 482)

Thrillingly bedecked in pure gold—shimmering, intense, radiant—the hybridist's dream of perfection. Distinctive for depth, contour, and permanence of color. A glorious, unfading yellow. From Gaujard; an accentuated form of the pure Souvenir de Claudius Pernet with a touch of red to deepen the color. Blooms continuously. Has attractive, medium green, shiny foliage. Slight fragrance. Awarded First Certificate, Colle Oppio, 1939.

*Bud*... pointed; long neck; fine sepals.

*Flower*... medium large (about 5 in.), slightly cupped; 20 to 25 large stiff-textured petals; holds its intense yellow even in August sun.

*Habit*... very hardy, vigorous, resistant to disease. Upright, free growth. 3½ ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## CHARLOTTE ARMSTRONG (Plant Patent No. 455)

The blood-red bud, at lower left, opens up to a magnificent flower, spectrum-red in cooler months, cerise in summer heat. The long-stemmed blooms, produced in prodigious quantities throughout the season, open slowly and retain their beauty until the last petal drops. An All-America Rose.

*Characteristics* strong, vigorous, free-branching; luxurious disease-resistant foliage. Height 3 ft.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



Rose d'Or

© J. & P. CO.

## McGREY'S SALMON (Plant Patent No. 410)

Sometimes salmon-pink, sometimes deep reddish flame-salmon, the lovely, large, high-centered and beautifully formed flowers make prize exhibition blooms that win the interest of the crowds as well as the approval of the judges of the show. Here is an Irish gem that is a jewel in every American garden, and seems to have been bred especially for varying climates of the U. S. A. The thick petals make blooms long-lasting both for garden display and cutting; the prolific, continuous blooms provide ample flowers to grace the home.

*Buds*... exquisite, symmetrical, of an appealing orange-pink shade.

*Blooms*... unfold with rare grace into delightful apricot-salmon flowers.

*Fragrance*... rich, full, fascinating.

*Plant*... an exuberant bloomer all season. Medium to tall growing, with an abundance of attractive, bronzy-green foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.

McGredy's Salmon

© J. & P. CO.

# The McGredy Roses

Group #412

Countless are the enthusiasts for those specially distinguished Modern Roses created by the historic house of S. McGredy & Son in Portadown, Ireland, and for years we have appreciated being the house of exclusive introduction of the McGredy masterpieces in America. You could add no finer Roses to your 1944 garden than these:

Hector Deane, deep pink (p. 16)

McGredy's Salmon (at right)

McGredy's Sunset, saffron flushed orange (p. 9)

McGredy's Triumph, rose brushed orange (p. 17)

Patrick Anderson, begonia-rose (p. 14)

Rex Anderson, white (p. 17)

Rosaleen Dunn, red (p. 17)

Spun Gold, golden yellow (p. 11)

8

PLANTS, 1 of each

(value \$11.) for only ...

\$9.15



## HYBRID TEAS

*Limited Quantities of These Seven  
Lovely Roses Available for Those Who  
Order Early:*

**AMELIA EARHART** (Plant Patent No. 63) *par excellence*. Massive, perfectly formed, double, yellow blooms with hint of blush. Appealing fragrance. 24 in. \$1.25 each; 3 for \$3.15.

**GOLDEN MAIN** (Plant Patent No. 254) Yellowest of all—strong, vigorous, supple, tall, and long-lived. Large double blooms. \$1. each; 3 for \$2.50.

**GOOD NEWS** (Plant Patent No. 426) Glorious, fragrant, well-formed blooms; peach-pink heart opening to silver-pink. Vigorous. 30 in. \$1.50 each; 3 for \$3.75.

**HEART'S DESIRE** (Plant Patent No. 501) 1942. Long, streamlined buds, deep red; fragrant double blooms of rich scarlet. 3 ft. tall. \$1.50 each; 3 for \$3.75.

**MME. HENRI GUILLOT** (Plant Patent No. 337) Very lovely urn-shaped buds open to large double blooms in captivating orange-coral-red. Long-lasting. 2½ ft. tall. \$1.25 each; 3 for \$3.15.

**MRS. FRANCIS KING** (Plant Patent No. 253) Descendent of wild rose of Alaska. Real white, slightest pale gold in center. Early, continuous. 50 to 60 petals. Wild-rose perfume. 30 in. \$1. each; 3 for \$2.50.

**PATRICK ANDERSON** (Plant Patent No. 411) Sleek, perfectly formed buds open gracefully to high-centered flowers, reddish begonia-rose. Spicy fragrance. From McGredy. 24 in. tall. \$1.25 each; 3 for \$3.15.

*Eclipse*

© J. & P. CO.

### ECLIPSE—"The Streamline" Rose

(Plant Patent No. 172)

Streamlined and modern—these slim tapering buds set a mark in grace and daintiness often exceeding 2 in. long! The best all-purpose yellow Rose, in all climates! Brilliant golden yellow petals—an arresting spot of color in the garden and in a bud vase, bouquet or as a boutonniere. Plants are of the vigorous, branching type that produce abundant bloom all the time and have healthy attractive green foliage. Disease-resistant. Right up in top ranks of the 10 favorite Roses in America in popularity vote of American Rose Society. Winner of the most coveted medals in Rosedom. If you do not already have a generous planting of Eclipse, you will thank us for suggesting it in your 1944 garden.

*Distinction*...there has never been another with sleek, flowing buds like these.

*Bloom*...golden yellow, large, substantial; 20 to 25 petals; long-lasting when cut. Light fragrance.

*Originated*...by Dr. Nicolas in our own gardens.

*Awarded*...Gold Medals in France and Italy; Gold Medal of the American Rose Society.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

*Mary Margaret McBride*

© J. & P. CO.

*Named for the noted radio personality and author, beloved in millions of American homes. Again last June, Mary Margaret McBride came to Newark's Festival of Roses. On Mary Margaret McBride Day she broadcast her NBC program direct from the J. & P. Rose Gardens.*

*Buds*...pointed, high center, deep coral-pink, opening gradually.

*Blooms*...large, always high-centered, very beautiful all stages, a lovely exhibition Rose.

*Petals*...35 of them. Firm, heavy, beautifully graceful.

*Stems*...long, strong; vigorous, hardy, rollicking plants 30 in. tall.

*Fragrance*...aromatic, alluring.

*Honored*...All-America Award for 1943. Created by our own Dept. of Plant Research under Dr. Nicolas.

\$1.25 each; 3 for \$3.15;  
12 for \$12.50

### MME. JEAN GAUJARD

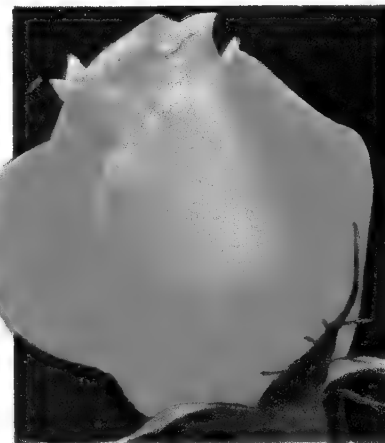
(Plant Patent No. 338)

An aristocrat, with long, shapely bud and exquisite blend of pastel colors. Delicate creamy yellow, with gorgeous shades of orange and carmine-pink on the reverse. Graceful in form, with lovely long stems. Stands the sun—very free blooming.

*Hardy*...disease-resistant, sturdy, upright. About 3 ft. tall.

*Desirable*...for cutting and garden.

*Awarded*...Gold Medals: C.F.S.R., France; Colle Oppio, Italy.



*Mme. Jean Gaujard*

### MARY MARGARET McBRIDE

(Plant Patent No. 537)

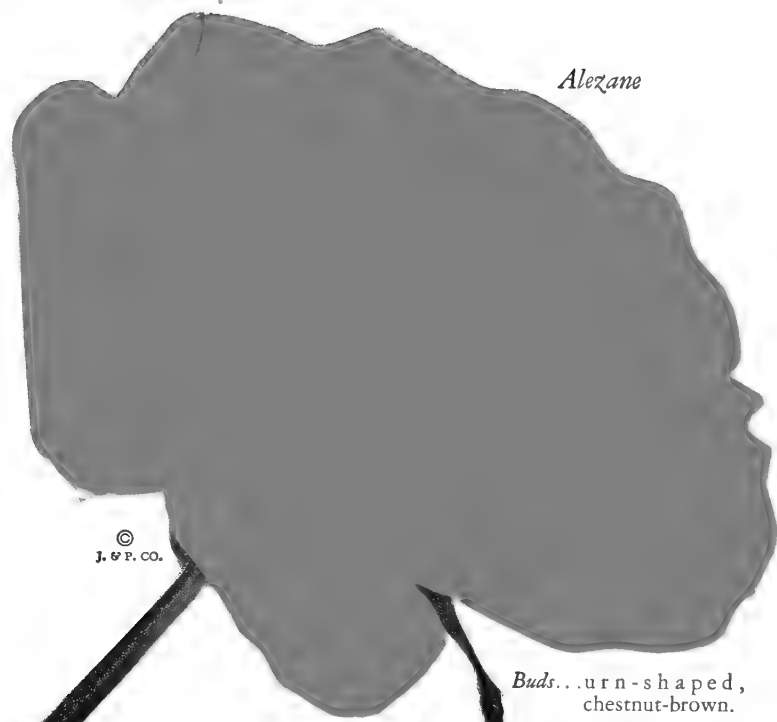
Everyone will want this outstanding new everblooming All-America Rose for its own loveliness and because it bears the name of the gracious "Mary Margaret." This exquisite new Rose is admired particularly for its perfect form. The double blooms are large and high-centered. The color is clear, deep coral-pink suffused with shimmering gold at base of petals. As the flowers mature the pink gradually lightens to that of Eternal Youth. Blooming in queenly dignity, Mary Margaret McBride will remain in never-fading glory throughout the hottest summer weather. Very generous in heavy spring bloom and continuing all summer and fall. Luxuriant, smooth, leathery, deep green foliage. Exceptionally easy to grow.

The distinguishing features that made Mary Margaret McBride so worthy an All-America winner have endeared this exquisite modern Rose to all gardeners, and fulfilled their every expectation of inspiring color, superb form, alluring aroma, stout hardiness and ease of cultivation, in either large or small plantings.

\$1.50 each; 3 for \$3.75; 12 for \$15.



*Alezane*



© J. & P. CO.

## ALEZANE (Plant Patent No. 116)

Alezane means "sorrel." Unique! A distinct color among Hybrid Teas, one that challenges the masters to express such play of color on canvas. Three weeks earlier than most. Enchanting in its unusual hues, and borne in profusion. You'll prize Alezane!

\$1. each; 3 for \$2.50; 12 for \$10.

*Buds*... urn-shaped, chestnut-brown.

*Blooms*... double, cupped, sorrel and chestnut, finishing rich apricot. Backs of petals striped sorrel and veined yellow.

*Growth*... vigorous. Repeats very quickly; many blooms for cutting. 24 in.

## BETTER TIMES

(Plant Patent No. 23)

The "Indiana Redhead"—prized for length of stem, pointed buds, and all-round attractiveness as cut-flowers. The most popular red Rose featured by florists today. Better Times Roses have brought happiness to millions of people everywhere. A grand cut-flower, a hardy grower, a distinct addition to your garden.

*Fragrance*... pronounced and enchanting.

*Will grow*... anywhere in the United States. Upright growth, 24 in.

*Awarded*... Gold Medals at New York, Philadelphia, and St. Louis Flower Shows—and A.R.S.

\$1. each; 3 for \$2.50; 12 for \$10.

## Connoisseur's Gems

### GROUP #413

For Rose fanciers who want something different—Roses with that "indescribable something" which sets them apart in any Rose Garden or exhibition, not found in the average garden—here are the Connoisseur's Gems for 1944:

**Brandywine**, orange-buff-yellow (p. 5)

**Waves**, glowing pink (p. 5)

**Prima Donna**, salmon-pink (p. 6)

**Pedralbes**, creamy white (p. 8)

**Mme. Jean Gaujard**, orange and carmine-pink (p. 14)

**Neville Chamberlain**, salmon and bronze (p. 17)

**Alezane**, sorrel and apricot (above)

**7 Plants, 1 of each \$7.95**  
(Value \$9.50) for only.

*Adoration*



© J. & P. CO.

## ADORATION

(Plant Patent No. 453)

One of the loveliest of our newer Roses. A masterpiece of the noted Jean Gaujard—into which he has so admirably wrought the virtues that give it such high rank in the Parade of Modern Roses. A subtle fragrance adds to its charm. First exhibited in France, Adoration was accorded a brilliant reception, chosen as the official Rose for the International Exhibition. More exquisite than Los Angeles, and charmingly illumined with autumn sunset coloring. Exquisite 5-in. blooms.

*Color*... brilliant, salmon-pink, splash of orange at bases of petals.

*Intriguing*... long, pointed buds opening gradually into high-centered blooms.

*Foliage*... profuse, effective, shiny. A rich coppery green in color.

*Habit*... strong and upright, about 30 in. tall. Lithesome, airy plants—hardy, vigorous.

*Produces*... many branches, bearing in great profusion from June till frost.

*Honors*... Gold Medal, Lyon, 1939; Gold Medal, Bordeaux, 1939.

\$1.50 each; 3 for \$3.75;  
12 for \$15.

## CRIMSON GLORY

(Plant Patent No. 105)

Big, interesting, beautifully-formed blooms of deep, vivid crimson, held proudly high on vigorous bushes. The foliage is healthy and profuse, forming an ideal base for these perfect blooms. Its fascinating fragrance makes Crimson Glory an instant favorite. Winner of many medals and honors.

*Fragrance*... refreshing and abundant.

*Buds*... large, urn-shaped, developing into full, well-formed high-centered blooms.

*Character*... very prolific; 30 in. tall.

\$1.25 each; 3 for \$3.15;  
12 for \$12.50

*Crimson Glory*



© J. & P. CO.

## MANDALAY (Plant Patent applied for)

Molten gold forged into appealing, artistic grace. Glorious sunshine compressed into floral elegance. **Largest of all yellow Roses**, as big as 6 in. across—gigantic beauties! Appropriately, this new J. & P. Rose from Mallerin bears the colorful, romantic name of Mandalay. The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold which remains gallantly undimmed throughout the life of the flowers. The 40 petals are long, firm, very smooth. The ample foliage is heavy and very dark green. A hardy, prolific grower with unmistakable exhibition traits, also ideal in the garden, reigning in eye-filling splendor all summer long, supplying your needs for cut-flowers of noble size and regal color. Always in bloom, always outstanding.

*Bud* . . . . . long, pointed, golden yellow.

*Flower* . . . opens slowly, retaining its potent color and delicate fragrance. Long-stemmed.

*Habit* . . . about 3 ft. tall. Very free-blooming; resistant to sun, rain, heat, disease.

*Award* . . . Gold Medal, Hort. Soc. of Rhone, 1941.

\$2. each; 3 for \$5.; 12 for \$20.

Supply limited for Spring 1944

Mandalay

## HYBRID TEAS

## GRANDE DUCHESSE CHARLOTTE (Plant Patent applied for)

This Rose aristocrat provides a new shade of red such as might be seen on a precious oil painting . . . a color heretofore unknown in the world of Rosedom. The beautiful buds are rich claret and open to artistically informal blooms which gradually change to a lovely begonia-rose.

*Bud* . . . . . long, streamlined.

*Blooms* . . . 25 firm petals that recurve artistically.

*Fragrance* . . a hint of carnation.

*Foliage* . . . dark green, vigorous.

*Color* . . . . . a new dusky red.

*Stems* . . . . . tall, upright. Height 3 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## HECTOR DEANE (Plant Patent No. 361)

One of the Finest McGredy Roses

The generous blooms from even a single plant will perfume a whole garden. The long-pointed, crimson buds with orange tinge at base are wonderful for cutting, opening into a delightfully artistic and appealing petal formation that is absolutely distinct. One of the most interesting of all Roses in its varying stages as the unique petals slowly unfold, reaching their gracefully reflexed stage with always perfect color harmony. The exquisite hues never fail to create a center of attraction in the garden, yet do not clash with other colors—difficult to describe or picture but perhaps best identified as an appealing blending from cochineal-carmine in the deeper tones to a very lively salmon-pink, with orange overcast and silvery edges. If you like to keep a single bloom in a bud vase in some choice spot in the home, Hector Deane is the Rose you'll use most for that.

A rampant grower that contributes a constant glow of color, beautifully set off by the rich dark green, glossy foliage. The blooms repeat very quickly. No matter how many plants of Hector Deane you include in your order this year, we know you'll send for more next season, both for their colorful garden display and their perfectly formed, fragrant blooms so ideal for bouquets in the home.

*Blooms* . . delightfully informal, distinct; graceful petals reflex in unique fashion. Varies from cochineal-carmine, silvery edges, in North, to deep pink touched salmon in South.

*Fragrance* . . unsparing, enchanting old Rose perfume.

*Foliage* . . dark green, glossy, exceptionally interesting.

*Growth* . . vigorous, but contained. Tall, stately, 30-in. plants.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Hector Deane

# The Super-Fragrant Six

## GROUP #414

Nowhere in Rosedom is there greater consciousness of the desirability of fragrance in a Rose than here in the J. & P. Dept. of Plant Research, and more fragrance is a constant aim in all our hybridizing work. For your special enjoyment, here are six of the most fragrant Modern Roses, with a lovely bouquet of copious Rose perfumes—lemon, old-rose, winy, fruity, spicy, sweet.

Hector Deane, cochineal-carmine

Dicksons Red, scarlet-red (p. 7)

McGredy's Sunset, orange-yellow,

scarlet-tinted (p. 9)

McGredy's Salmon, salmon-pink (p. 13)

Pearl S. Buck, gold suffused

apricot (p. 12)

Signora, mandarin, salmon (p. 17)

**6 Plants, 1 of each \$6.65**  
(value \$8.) postpaid for only.

# PARADE OF Modern Roses

© J. & P. CO.

Rex Anderson

©  
J. & P. CO.



## REX ANDERSON (Plant Patent No. 335)

An outstanding exhibition Rose from McGredy, perfectly formed, slow-opening, one of the very few successful whites. Its fully double flowers may be grown to enormous size by disbudding. Exceptionally vigorous. Throughout America, Rex Anderson has become the standard of comparison for large white Roses.

*Color*.....delicate, lovely ivory-white.

*Growth*....exceptionally free and vigorous with abundant gray-green foliage.

*Scent*.....soft and fascinating.

\$1.50 each; 3 for \$3.75; 12 for \$15.

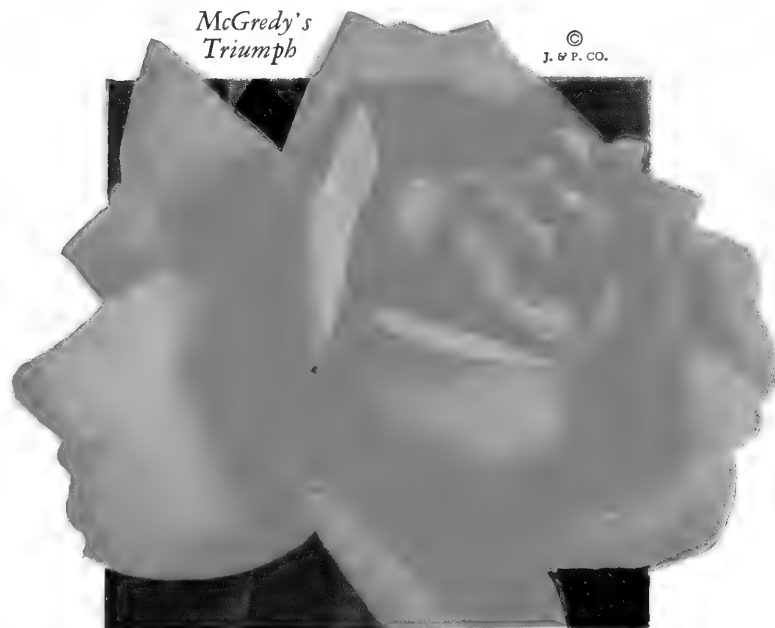
## McGREDY'S TRIUMPH (Plant Patent No. 190)

Huge, bright, fragrant blooms, freely borne, that sparkle in even the garden shade. Full 5 in. across—lovely intense rose gently brushed with orange, on sturdy stems of rich mahogany-red. Extra-large, dark bronze foliage. Extraordinarily vigorous. Needs room. 3½ ft.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

McGredy's  
Triumph

©  
J. & P. CO.



## SIGNORA (Plant Patent No. 201)

A pronounced improvement over the very popular, vigorous President Hoover and its predecessor, Talisman. Born and raised on the Mediterranean, it comes with a heritage of vigor under all conditions and also flourishes in particularly hot and dry climates. Graceful buds of warm brownish orange, opening to lighter mandarin and salmon. Unusually heavy foliage, a beautiful rich green that in itself is most ornamental.

*Growth*.... 3½ ft. tall.

*Habit*....vigorous, branching, tall plant, fine foliage.

*Blooms*....double, very fragrant, on long stems.

*Prolific*....always full of flowers, excellent for cutting.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

© J. & P. CO.



Rosaleen  
Dunn

## ROSALEEN DUNN (Plant Patent No. 483)

The McGredy answer to the thousands who have wanted a red McGredy Rose—among the largest in Rosedom. For exhibition bloom and outstanding worth in garden and home, you'll appreciate Rosaleen Dunn. Plants grow tall and slim; plant rather close for best effect.

*Color*...deep brick-red bud and flower.

*Blooms*...large, unique; long stems.

*Foliage*...dark-green; disease-resistant.

*Bush*...gracefully trim. 36 in. tall.

\$1.50 each; 3 for \$3.75;  
12 for \$15.



Signora

## NEVILLE CHAMBERLAIN (Plant Patent No. 428)

The graceful, slender buds, with their artistic pastel tones, are most appealing, opening into delightfully formed, richly colored double blooms with interestingly flared petals. The flowers have fine long stems and are excellent for cutting. A jewel in any garden.

*Habit*...tall, vigorous, hardy; bronzy green foliage; contrasting red shoots.

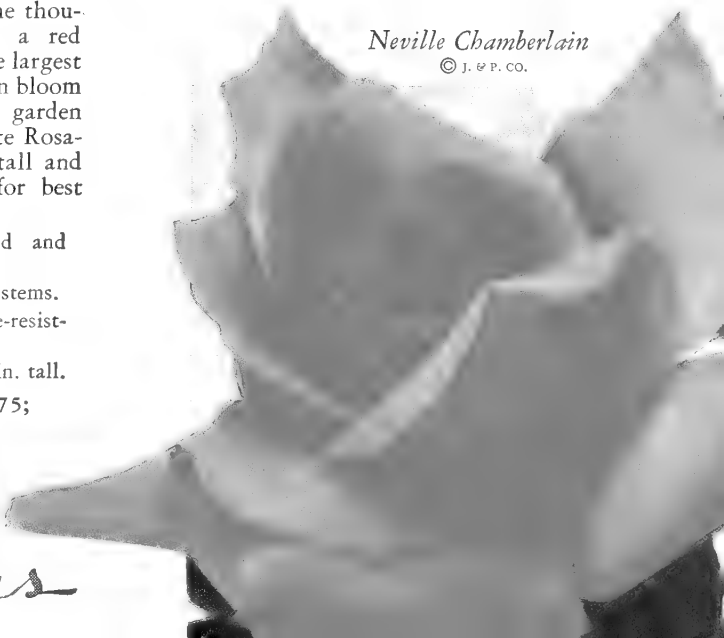
*Blooms*...high-centered, burnt-orange buds; 4- to 4½-in. blooms, freely borne.

*Color*...salmon, overlaid with the rich bronze tones of Mrs. Sam McGredy; touch of orange at base.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Neville Chamberlain

© J. & P. CO.





# Universal

Any of These Fine Varieties

Mrs.  
Sam  
McGredy

**ALL 8 ROSES**

**GROUP** in color on this page

# 400—8 Plants, 1 of each (value \$7.20).

**\$6**

©  
J. & P. CO.

Kaiserin  
Auguste  
Viktoria

Mrs.  
Pierre S.  
du Pont

Etoile de Hollande

Picture

McGredy's  
Yellow

Poinsettia

Condesa  
de Sastago

**H**ERE are the choicest of the older Hybrid Tea Roses, so loved by all that they continue to merit a place in many fine gardens. Only Roses that do well in all parts of the country are to be found in this list—recommended by leading Rosarians, extensively planted in public Rose Gardens, always admired. *All are Everblooming.*

These hardy Universal Favorites are highest grade 2-year-old northern field-grown plants, ideal for a large colorful planting at little cost. Unless otherwise indicated, all plants produce fine double blooms. A generous supply of cut-flowers can be obtained throughout the entire season from your plantings of these universal favorites this spring. All are sent prepaid.

Ami Quinard Black-crimson buds; maroon-red, semi-double flowers. 15 petals.

Autumn Long-lasting, moderately fragrant, deep chestnut bud; burnt-orange blossom streaked with red. A continuous bloomer!

Briarcliff Extra large; perfect form; exquisite deep rose-pink, lighter on outer petals.

Caledonia Large; white; very double; long-lasting; slightly fragrant. Long stems. Hardy.

Christopher Stone Velvety scarlet-crimson; Damask fragrance. Vigorous, upright. Stands hot weather.

Condesa de Sastago Two-toned coppery pink inside, golden tint outside.

Dainty Bess Large frilled single flowers, flesh-pink inside; old-rose reverse. Deep red stamens.

Dame Edith Helen Glowing pink; large, full, intensely fragrant. Continuous bloomer. Very hardy.

Dr. Kirk Long pointed buds of deep carmine-scarlet; large high-centered reddish coral flowers; fragrant.

Duquesa de Penaranda Copper-apricot in summer; cinnamon-peach in fall.

Editor McFarland Clear brilliant pink. Perfect form; long-lasting when cut. Strong stems.

Edith Nellie Perkins Salmon-pink inside, rich coppery rose outside. Large, early, continuous.

E. G. Hill Massive; deep maroon, velvety on inside; very fragrant. Blooms throughout season.

Elite Salmon-pink with yellow blend, long-pointed buds of deep coral. Long-stemmed.

# Favorites

## HYBRID TEAS

### Postpaid for 90c Each; Three for \$2.40

**ANY 6 PLANTS \$4.50**

**ANY 12 PLANTS \$8.50**

**ANY 25 PLANTS \$16.95**

*Here is your opportunity to make a large planting of lovely Hybrid Tea Roses in a wide range of beautiful colors at little cost.*

**SIX Most Fragrant of these favorites \$4.50**  
**GROUP #404**

6 Plants, 1 of each (value \$5.40)

*For a wealth of fragrance as well as a fine color array in your garden*

—Christopher Stone, Elite,  
Mme. Jules Bouche, Mrs.  
Sam McGredy, Night, Roslyn.

**Essence** Fragrant, fiery crimson flower with velvety petals. Strong stems for cutting—vigorous, bushy.  
**Etoile de Hollande** Bright red; large; loose; semi-double; very fragrant.  
**Frau Karl Druschki** Most popular white Rose. Exquisite form. An everblooming Hybrid Perpetual.  
**General MacArthur** Tall, erect. Crimson-scarlet buds and blooms; very fragrant. Good foliage.  
**Golden Dawn** Sunflower-yellow turning to lemon; well-formed; fragrant. Profuse, continuous.  
**Golden Rapture** Better than most yellows. Larger, clear golden yellow, exquisite fragrance.  
**Joanna Hill** Medium yellow. Long, strong stems. Moderately fragrant. Very free-blooming.  
**Kaiserin Auguste Viktoria** Exotic pure white blooms for contrast in bouquet or garden.  
**McGredy's Ivory** Delicate creamy white, yellowish at base. Long, pointed bud.  
**McGredy's Yellow** Large, bright buttercup-yellow. Exquisite bud and flower.  
**Mme. Joseph Perraud** Long, slender nasturtium-orange buds, opening nasturtium-buff; fragrant.  
**Mme. Jules Bouche** Medium-sized; white, slightly flushed pink center. Always in bloom. Fragrant.  
**Mrs. Erskine Pembroke Thom** Fine buds; perfect rich yellow flowers; delicate fragrance.  
**Mrs. Pierre S. du Pont** Deep golden yellow, slightly lighter with age; semi-double. Fragrant.  
**Mrs. Sam McGredy** Scarlet-copper-orange, flushed red outside; fragrant. Profuse, continuous. Hardy.  
**Night** Deepest black-crimson. Long pointed bud; double, high-centered, fragrant. Prolific.

**Opal** Orange-pink buds; 5½-in. peony-shaped salmon blooms, softening to opal. Prolific. Very fragrant.  
**Picture** Velvety clear rose-pink, high-centered, very double, reflex petal; fragrant. Vigorous.  
**Pink Dawn** Deep rose opening to lovely pink, tinted with orange at base; fragrant.  
**Poinsettia** Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.  
**President Herbert Hoover** Maroon and orange, two-tone. Vigorous, upright; free blooming.  
**President Macia** One of the finest pinks. Long, rich pink buds; 6-in. blooms, flesh with rich pink reverse.  
**President Plumecocq** Deep salmon overflow on coppery buff; large, fragrant. Continuous.  
**Radiance** Cameo-pink; large; intensely fragrant. Blooms all season, in all climates. Tall.  
**Red Radiance** Very large; long-lasting; intensely fragrant; clear, even red. Tall.  
**Roslyn** Tapering buds, big, ruffled golden-yellow flowers, very fragrant. Long stems.  
**Rouge Mallerin** Long, pointed scarlet buds; red blooms. Fragrant. Sturdy.  
**Sœur Therese** Long, pointed, silvery yellow buds marked mauve-red. Fragrant. Daffodil-yellow blooms never fade. Blooms freely.  
**Southport** Brilliant, unshaded scarlet. Spectacular, particularly sensational in bright sunshine.  
**Talisman** Golden yellow and copper; long-lasting. Free blooming.  
**The Doctor** Sparkling pink buds, pointed; one of the largest of all blooms—5 to 6 in. across.

## ALL 4 ROSES

in color on this page **\$3**

**GROUP #401**

4 Plants, 1 of each  
(value \$3.60)

*Christopher Stone*

*Mme. Joseph Perraud*

*Sœur Therese*

*Pink Dawn*

**ALL 12 ROSES \$8.50**  
pictured on these two pages  
**GROUP #402 — 12 Plants** 1 of each  
(value \$10.80)

A wonderful array of color, choicest of the Universal Favorite Hybrid Tea Roses

**GROUP #403**

36 Plants, 3 of each of these 12  
pictured (value \$32.40), for only **\$23.50**



# The New Hardy Race of Roses for the Gardens of the Americas—



© J. & P. CO.

Mexico



## Floribundas on Parade

All 5 in color on these 2 pages—Mexico, Joyous, Pinocchio, Marionette, A. Grille.

**Group #435 5 Plants, 1 of each** \$4.85  
(value \$5.75) for .....

### FLORIBUNDA GEMS

Summer Snow (p. 22); Donald Prior, Rochester, and Magic Red (p. 23); Permanent Wave (p. 24).

**Group #436 5 Plants, 1 of each** \$4.85  
(value \$5.75) for .....

### SYMPHONIC SIX

The lovely salmon-pink Smiles (p. 22); red Holstein (p. 22); and famous Betty Prior (p. 23); delightful for accent colors in doorstep or sidewalk planting.

**Group #437 6 Plants, 2 of each** \$5.  
(value \$6.) for .....

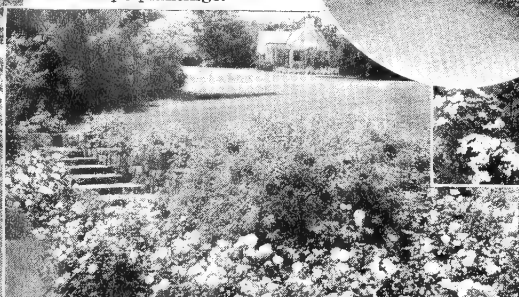
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Floribundas are beautiful in front of Climbers, as in this setting (at left).

Floribundas set off evergreens, keep color in shrub borders (at right).

Lovely along paths and walks as in picture below. A most effective accent in landscape plantings.



In the reception room of the Mexican Embassy in Washington, the pretty daughter-in-law of Dr. Francisco Castillo Najera, takes a Mexico Rose from the arrangement on the mantel to decorate His Excellency's lapel; she wears one in her hair.

## JOYOUS (Plant Patent No. 381)

A deeper Else Poulsen, the color remains clear and unmottled throughout the life of the flower, a virtue particularly appreciated over some of the older kinds in this color range. It changes from rose-red glory to deep, impressive pink as the charming buds open.

Unusual... for cutting, and arrangements.

Strong.... free blooming, medium height.

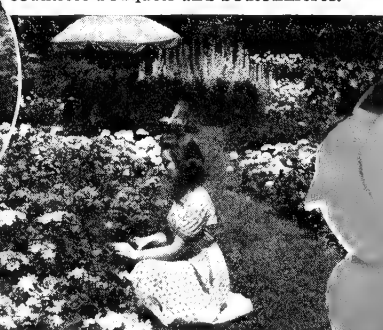
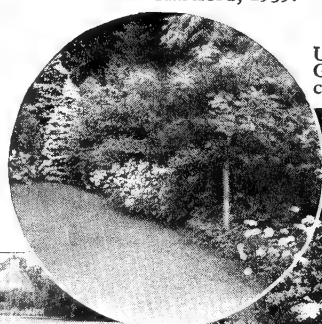
Blooms... clear, strong color at all times

Foliage... deep red as plants approach blooming.

Honor.... Silver Medal Award at Elizabeth Park, Hartford, 1939.

\$1. each; 3 for \$2.50;  
12 for \$10.; 25 for \$18.75

Use Floribundas generously in the Rose Garden; depend on their prolific bloom for countless bouquets and boutonnières.



FLORIBUNDAS—truly they are "Roses for Everybody's Garden," ideal in all the varying climes of America, giving your garden a June-day appearance from spring till heavy frosts. Superb in borders, among evergreens and perennials—for spots of color anywhere in garden and grounds. In addition to these newer uses, Floribundas are also planted wherever one would use Hybrid Teas.

The bright flowers are long-lasting in all weather, and especially suited for table decoration, often keeping 8 to 10 days in water. Hybridized, tested and propagated in this rigorous climate of northern New York, it was Dr. Nicolas and Eugene S. Boerner, in the J. & P. Dept. of Plant Research, who early caught a vision of the need for Floribundas. European hybridists were seeking the same ends there, and their creations have been added in the Floribunda Parade.

The most talked-about development in Rosedom! To meet the need for a hardier, more rugged, easy-to-grow race of Roses which would persist in giving an abundant mass of blooms and color from early June right through the hot summer months and all fall, year after year, Floribundas were created. Hardy wild Roses are the basic parents, adding the strains of the larger-flowered Roses to provide this alluring array of colors, sizes and forms. Use Floribundas generously in groups of 3, 5 or more. Perfect for beautifying the Victory Garden. *The Floribunda vogue is here!*

## New for 1944— MEXICO P.R.R. (Test Garden No. 3033)

Like a potpourri infusing the alluring essence of all the Roses whose petals it contains, so this newest of Floribundas catches the color and romance of old Mexico, enchanted land where flowers were affectionately tended even before our nation began. Rose Mexico adds a new hue to the Floribunda spectrum—of greatest charm in the full-open stages, deep coral-scarlet with tropical orange suffusion, interestingly and gradually turning deep pinkish salmon; no "blue" ever appears! Mexico also has a unique and pleasing wild Rose fragrance. The large flowers are produced in great profusion in June, continuing all summer, especially good again in fall. Named to honor our sister republic across the Rio Grande.

Plant.... compact, bushy, 24 in. tall; excellent for mass color display. Very hardy.

Buds.... deep carmine.

Flowers... cupped, 4 in. across, in large clusters, holding well in both sun and heat; long-lasting. The large, rounded petals drop off cleanly when the flowers finish.

Color.... deep coral-scarlet with orange suffusion, finishing deep pinkish salmon with orange overcast.

Fragrance... delightful wild Rose scent.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;  
25 for \$23.45



Joyous

© J. & P. CO.

Jackson & Perkins



# Floribundas

Rugged, vigorous, disease-resistant,  
easy to grow. Everblooming, abundantly.

## MARIONETTE (Plant Patent No. 569)

*Sister of Pinocchio—New for 1944. (Test Garden No. 3572)*

All that is said of Pinocchio can be said of Marionette except for its color, because Marionette is in rosarians' language, a true "sport" of Pinocchio. Generous to the utmost, with hundreds of flowers on every bush. Incomparable for flower arrangement. Think of these dainty creamy-yellow "sweetheart" buds in your garden and home throughout the gardening season! There is added interest in the unfolding of the fully double flowers, about 1½ in. across, as the pastel tint changes gracefully to immaculate white before the flowers finish. Do plant Marionette this spring!

*Buds...* beautifully formed, ideal for boutonnières, nosegays, the hair, etc.

*Blooms...* open gracefully in large clusters. Light, intriguing fragrance.

*Plants...* very hardy, vigorous, 24 in. tall. Excellent to decorate ends of rows in the Victory Garden. Use Marionette and Pinocchio for every garden purpose.

\$1.25 each; 3 for \$3.15; 12 for \$12.50;  
25 for \$23.45

*Marionette and Pinocchio blend appealingly in this artistic arrangement by the noted lecturers and writers on this modern art, Dorothy Biddle and Dorothea Blom.*



Marionette

## For Mass Planting

Use your Floribundas generously in clumps of 3, 5, or more, with shrubbery and evergreens, for compelling color all season—avoiding the let-down after fading of forsythias, lilacs, weigelas, etc.

To set off and add great splashes of color to home-grounds and estates with as many as 25 or more of a variety *en masse*, note special prices under each variety for 25 or more of a kind.

## PINOCCHIO (Plant Patent No. 484)

Extremely hardy and easy to grow, always in bloom, setting the entire plant aglow with pastel harmony. Pinocchio has many uses, generously fulfills them all. Particularly effective in continuous summer and fall color. Refreshing in mass plantings and borders. Unrivalled for boutonnières. Used by leading florists for unusual corsages and bouquets.

The winsome buds are rich salmon, flushed with gold, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Pinocchio blooms so exuberantly, the word "everblooming" seems inadequate; as the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily.

*Buds...* pointed, exquisite, salmon flushed gold.

*Plants...* very prolific, continuous; 20 to 24 in. tall. Rich dark green foliage, ample, very disease-resistant.

*Blooms...* in great clusters, opening slowly to exhibition Hybrid Teas in miniature. Long-lasting, often keeping from 8 to 10 days in water. Exotic, fruity fragrance.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

## A. GRILLE

(Plant Patent No. 475)

This brilliant Rose has made for itself an important niche in the Floribunda family. Lively scarlet-crimson—large-flowered, similar in flower and growth but several shades brighter than the nation's favorite World's Fair. Truly a "Rose of Tomorrow." Semi-double flowers, 4 to 5 in. across. Excellent for beds, borders, and mass planting.

*Color...* brilliant scarlet-crimson; bright in all light. Does not burn nor fade in hottest sun.

*Blooms...* large clusters throughout summer.

*Habit...* bushy; very hardy and vigorous; heavy, dark green, healthy foliage. 24 in. tall.

\$1. each; 3 for \$2.50;  
12 for \$10;  
25 for \$18.75

A. Grille

World's Largest Rose Growers

# ROSES OF TOMORROW



World's Fair

© J. & P. CO.



## WORLD'S FAIR (Plant Patent No. 362)

Winner of First Award, All-America Selections

The official Rose of the great New York World's Fair, this peerless beauty continues in the affection of Rosedom and will be one of the most outstanding Floribundas for many years to come. Large clusters of velvety, rich scarlet flowers which almost hide the luxuriant foliage, become dark maroon in the fall. The double Hybrid-Tea-size flowers are immensely popular everywhere. Exceptionally hardy.

*Prolific*...continuous display, spring to frost.

*Size*...blooms nearly 4 in. across; 18 to 20 petals. Beautiful in the garden, and exquisite for cutting—very graceful even full-blown.

*Vigorous*...bushy; about 30 in. high.

*Fragrance*...lightly fresh.

*Display*...magnificent in solid group.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

## SUMMER SNOW

(Plant Patent No. 416)

Beautiful heavy clusters of pure white flowers, clean as the falling snow. The most prolific of the white Floribundas. More compact and a little taller-growing than Snowbank, pictured on page 24, and more double in form and cluster.

*Flowers*...clear white, dainty.

*Prolific*...blooms freely till frost.

*Plants*...20 in. tall.

*Fragrance*...sweet, elusive.

*Foliage*...light green, attractive.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75



Summer Snow

© J. & P. CO.

## SMILES (Plant Patent No. 331)

A happy, cheery beauty in both form and color that will bring new brightness and joy to your garden. From early spring to late frost, Smiles will give gorgeous clusters of exquisite coral-pink buds opening to dainty 3-in., semi-double, beautifully shaped flowers, lively salmon-pink. One of the Nicolas gems.

*Color*...splendid salmon-pink.

*Blooms*...long-lasting, perfectly formed, semi-double; diameter 3 in.

*Characteristics*...medium-tall, about 18 in., spreading plants.

*Foliage*...a shiny dark green.

*Fragrant*...daintily perfumed.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

© J. & P. CO.

Smiles



## HOLSTEIN (Plant Patent No. 395)

From one end of the land to the other, we are receiving increasing praise for the sensational Holstein, with its immense flower-heads that form a continuous carpet of striking red. It creates a dramatic effect, yet harmonizes well with other colors. Prolific, too—probably produces more flowers than any other variety. Equally effective for large mass plantings in public parks and large estates, or for a bold splash of color in a border or sidewalk planting. An inspiration, adjoining the Victory Garden. Wherever you plant Holstein, it satisfies.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

*Flowers*...about 4 in. across, with 6 petals of dark, brilliant red accentuated by a cheerful white eye.

*Prolific*...immense clusters, larger than any other variety, continuous color all season.

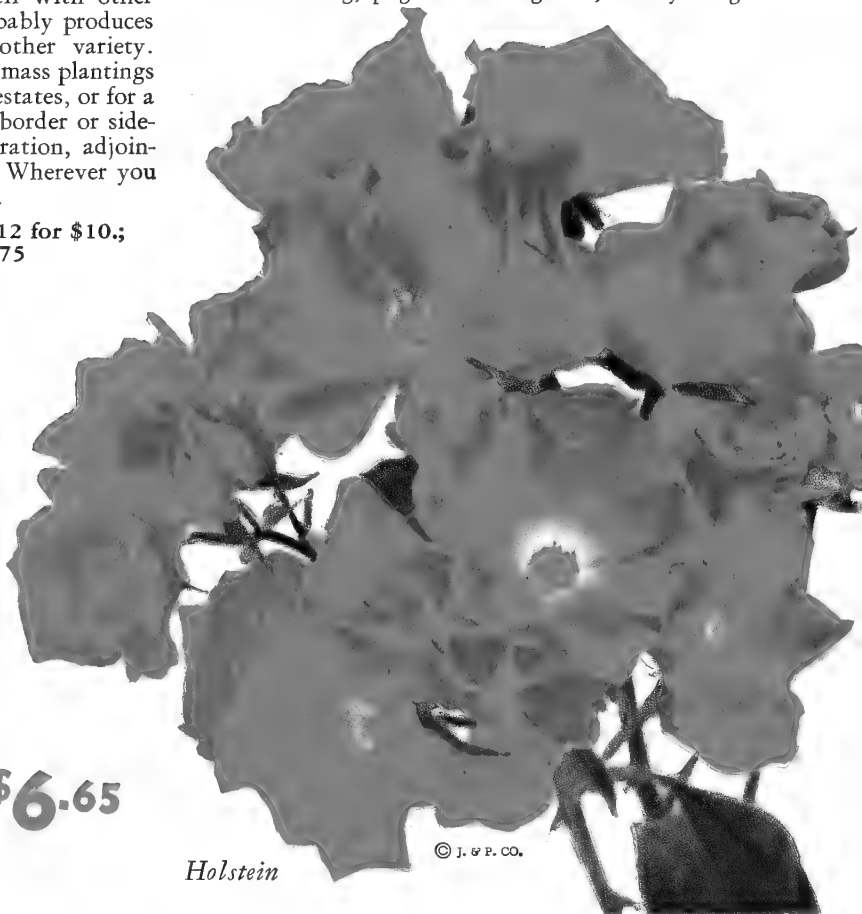
*Plant*...very hardy, disease-resistant, 24 to 30 in. tall; strong, upright stems. Vigorous, healthy foliage.

## For Rampant Bloom

### Group #415

Two each of Holstein, Summer Snow, Donald Prior and Betty Prior, all shown on these pages,

8 PLANTS, 2 of each \$6.65  
(value \$8.) for only...



Holstein

© J. & P. CO.

# Floribundas

## DONALD PRIOR (Plant Patent No. 377)

Immense clusters of graceful, brilliant red flowers make this Floribunda unceasingly spectacular and colorful. Sturdy and vigorous—can always be depended on for a splendid color display. Never out of bloom. Donald Prior also has a unique habit of sending out individual flowers all over the bush which seem to punctuate the dark green foliage and make the entire plant doubly interesting. The glowing red is a real addition to any garden. Be sure to include both Donald and Betty Prior in your garden—a beautiful combination! An increased quantity of plants has been grown to be sure you will not be disappointed this spring.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75



Betty Prior

© J. & P. CO.

## MAGIC RED P. R. R.

A truly heart-warming, pulse-quickenning red, in fully double 5-in. flowers. A single spray of four or five of these graceful, long-stemmed blossoms will last fully 10 days. In the garden, the slowly developing blooms stand out in good clear color for nearly two weeks, even in weather as extreme as the August suns of Mississippi. Does well anywhere. 2½-ft. plants, disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## ROCHESTER (Plant Patent No. 131)

All season long, Rochester will give you enchanting, double, fragrant blooms, perfect in Hybrid-Tea form—"star-dust refined to gold"—soft light yellow with orange-carmine blush on reverse. No other double Rose produces more blooms per plant; continuous from early June till heavy frost. Remarkably hardy, sturdy, vigorous. 2½ ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

*Color*....sparkling red like a rare wine.

*Blooms*....8-petaled, about 3 in. across.

*Continuous*..large bursts of bloom very frequently throughout the season—never without flowers.

*Plant*....30-36 in. tall. Plentiful tough, dark green foliage.

*Fragrance*..delicate Damask perfume.

*Use*.....Looks well anywhere. As effective at base of climbing Blaze or Summer Snow as in borders, beds, hedges, etc.

## BETTY PRIOR (Plant Patent No. 340)

Easily the outstanding variety of the all-satisfying Floribunda Roses and deeply cherished by all who grow it. In the early spring, its colorful myriads of blossoms are indeed a glorious sight. All through the summer the perpetually forming buds and flowers, which resemble those of the beautiful red dogwood, never fail to keep color and attract enthusiastic interest. The healthy, vigorous plants are delicate yet sturdy in appearance and bountiful with their blooms. Betty Prior thrives in all positions—in beds, borders, hedges, groups and large plantings—and gives gorgeous mass color effects and many cut-flowers throughout the year.

*Color*....buds lively red, open shell-pink.

*Flowers*...resemble red dogwood blossoms in shape and size. Blooms in large clusters in spring and continuously throughout the season.

*Foliage*....Healthy young shoots of interesting red color.

*Plants*...3-3½ ft., full, abundantly branched.

\$1. each; 3 for \$2.50;  
12 for \$10.; 25 for \$18.75



Donald Prior

© J. & P. CO.

## CARILLON (Plant Patent No. 136)

Carillon, created by Dr. Nicolas, is one of the best-loved Roses of all time. Like the symphonic thrill from a cathedral carillon, so named because it is a *singing* Rose, cheerful yet restful with its entrancing flame and coral hues. Most generous in bloom; grows best in North. The graceful semi-double blooms are large and fragrant, the exquisite buds make handsome table arrangements and boutonnières.

*Plants*....24 to 30 in. tall; glossy green foliage.

*Blooms*....large, pleasingly fragrant, till frost.

*Recognition*..Gold Medal, American Rose Society.

\$1.25 each; 3 for \$3.15;  
12 for \$12.50; 25 for \$23.45

Carillon

© J. & P. CO.

# The Aachens

## Do Well in Semi-Shade

Here are the Roses you have long wished for—to enjoy the Queen of Flowers in that location with some sun, but not enough for the more conventional kinds. Every garden has some spot which receives sunshine only part of the day. These gay Roses will brighten it and have a surplus of blooms for the house. In full sunshine the plants grow about 18 in. high—but in semi-shade they reach up to 30 in.! Free blooming, prolific, very hardy—entirely satisfactory in every way.

**PINK AACHEN**—Clusters of orange-pink buds opening to deep soft pink. Lovely when 3 or more are planted in a group.

**WHITE AACHEN**—Creamy buds open to graceful, very double, pure white blooms. Effective in corsages and bouquets. Uniform in growth.

Either of the above:

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65

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23



... World's Largest Rose Growers



# Floribundas

The uses of Floribunda Roses are legion. You can plant them almost anywhere—in beds for great splashes of color, in perennial borders, in front of evergreens and shrubbery. Also in curb, sidewalk and doorstep plantings, etc. See suggestions for uses and many attractive colors also on pages 20, 21, 22, 23.



*Permanent Wave*

## PERMANENT WAVE

(Plant Patent No. 107)

Named for the interesting waving of the semi-double flowers which make up the huge clusters. A dainty and sophisticated flower from the land of wooden shoes—a superb creation of M. Leenders & Company of Holland.

*Decorative*... beautiful, long-lasting for table decorations. Ornamental, leaves dark purplish.

*Color*... outside of petals a rare cochineal-red, inside a shade lighter.

*Vigorous*... up to 30 in.; stands our climate well.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

## NIOBE

Except that its little double blooms are chaste white with a trace of demure pink in the deep center, Niobe is another "Sweetheart Rose" like its rose-pink counterpart. The enchanting flowers unfold like alabaster camellias.

*Generous*... profuse all season, in large clusters.

*Valuable*... lovely blooms for cutting; graceful plants that supply a unique touch in any border.

*Buds*... modern, intriguing, attractive.

*Blooms*... graceful, camellia-like, opening 2 in. across; luminous white with faint pink deep in center of flower.

*Plants*... sturdy, vigorous, 2½ ft. tall.

85c each; 3 for \$2.15; 12 for \$8.50

*Niobe*



## SNOWBANK

(Plant Patent No. 279)

A delightful white large-flowering Floribunda, growing 20 in. tall. Excellent *en masse* and for the border. Strong, bushy, with thick, healthy foliage. A delightful J. & P. origination by Dr. J. H. Nicolas. Effective for white massing, very desirable for bouquets and arrangements.

*Buds*... dainty; buff-orange.

*Flower*... blush-white, turning to pure white; semi-single, 3½ in. across, long-lasting; continuous.

*Honored*... A.R.S. Gold Medal, Hartford.

*Bush*... 18 in., spreading.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75



© J. & P. CO.

*Red Sweetheart*

## RED SWEETHEART

(Plant Patent No. 577)

Red Sweetheart! What a thrill for the thousands and thousands who grow and cherish the tiny little pink "Sweetheart" Rose! How many times have you said, "What wouldn't I give for a Red Rose bud like this!" Red Sweetheart has the same dainty, sleek buds but in a rich crimson-carmine hue that holds well when picked in the bud, as Sweetheart Roses always are picked. In sun, the perfect flowers finish a deep pink. Now your wish is fulfilled—and you can have Red Sweetheart this spring!

*Plant*... much more vigorous, more generous than pink "Sweetheart," and has plenty of foliage. 18 in.

*Buds*... tiny, trim, crimson-carmine.

*Blooms*... fully double, 1 to 1½ in. across, exquisite in tiny vase or lapel. Profuse all season.

*Fragrance*... sweet and spicy.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## Miniature Roses - Smallest of All!

A thimble or tiny vial will hold a bouquet of 6 or more. Petite little buds, almost as small as a kernel of wheat, open to exquisitely modeled blooms, irresistible on the tiny plants and in miniature bouquets. Fine for edgings. Free-flowering May till Nov.; grow in any soil. Cover in cold winters. Do plant some to enjoy their charm this year!

### OAKINGTON RUBY

New, startling deep carmine, fully double opening rich ruby-crimson. Flowers smaller than 1 in., even full-open, like picture at right, much deeper in color. Plants less than 12 in. high. Award of Merit, Royal Horticultural Society. You'll surely want this brilliant little gem this spring!

\$1. each; 3 for \$2.50

### A Little Garden of Tiny Roses Group #427

Now, at a very special price, both Oakington Ruby and Rosa Rouletti, for a whole half dozen plants in a row only 2½ ft. long, or a plot 1 ft. long and 6 in. wide!

Page 24

6 Plants, 3 of each (value \$4.80) for only \$3.50

### ROSA ROULETTI

Perfect little double rose-pink flowers like picture; plants 4 to 6 in. tall. The stems and foliage, in fact the entire plant, are just as dainty as the Roses themselves. The little Swiss Rose that was lost for many years, now a gem in thousands of American gardens.

60c each; 3 for \$1.50

The cherubic little plants never fail to attract attention; the picture below is almost ½ life-size.



Full-grown, only 4 to 6 in. tall

Jackson & Perkins Co.

# J. & P. MODERN

# Climbing Roses



© J. & P. CO.

Golden Climber

## GOLDEN CLIMBER (Plant Patent No. 28)

A modern Rose that brings a modern note to the garden or grounds, wherever placed. Many features give Golden Climber its deserved popularity. The interesting shape of the flowers is unusual. Its coloring is superb—the buds, flecked with orange-scarlet, burst into handsome, rich golden-yellow, Hybrid-Tea-like blooms. Long stems, 18 in. and more, add grace and make the delicately-fragrant golden flowers especially adapted for cutting. Glossy leaves. Definitely hardy; needs to become established before blooming heavily. Golden Climber is a Rose that if you give it your best, the best will come back to you. Train the canes horizontally on a low trellis or rails as in the picture above, where they will have full sun, and when established you will be rewarded with a truly glorious display.

*Buds* . . . long, gracefully shaped, golden yellow.

*Blooms* . . . unique in form, slightly fragrant.

*Stems* . . . 18 in. or longer, make Roses fine for cutting—smooth; very few thorns.

*Foliage* . . . fairly heavy, fine color, glossy, adding a fine ornamental note to the garden.

*Lasting* . . . long blooming period lengthens the enjoyment.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## For Thousands of Blooms Even in Limited Space

ANY garden is more colorful, more attractive, more complete with the addition of Climbing Roses—especially the newer Jackson & Perkins Modern Everblooming Climbing Roses which produce large, double blooms like Hybrid Teas. The great clusters of gorgeous flowers, framed by luxurious foliage, are a most desirable ornament wherever placed, and ideal screening for unsightly corners, fences, garages, etc. Here is the solution for those who wish to enjoy the beauty and fragrance of Roses where space is limited; thousands of glorious blooms can be produced in even a small city lot! Be sure to plant Blaze and Climbing Summer Snow this year.

*There is a serious shortage in Climbing Rose Plants, so send your order just as soon as you can!*

Modern Climbing Roses are easily protected through winter, even where temperature drops below zero. Climbers bloom on old wood, and given only ordinary care they will repay you immeasurably for your effort.

## Everblooming DR. J. H. NICOLAS (Plant Patent No. 457)

The ideal of a lifetime! Gardeners everywhere are delighted with the wealth of fragrant blooms, the size of the large, double flowers like Hybrid Teas—and most of all, with the everblooming performance of Dr. J. H. Nicolas. As soon as the first flowers finish, new shoots appear—all summer you will revel in the abundance of bloom. The first flowers remain alluringly attractive till even the last one of the cluster is open full. For years Dr. J. H. Nicolas, the world-renowned Rosarian, had set for his ideal such an everblooming Climbing Rose. He made the cross that resulted in this marvelous flower, which now bears his name.

*Everblooming* . . . a galaxy of bloom again and again, all summer and fall.

*Immense* . . . deep rose-pink flowers, 5 to 6 in. across, 50 petals.

*Fragrance* . . . rich, lovely, enduring.

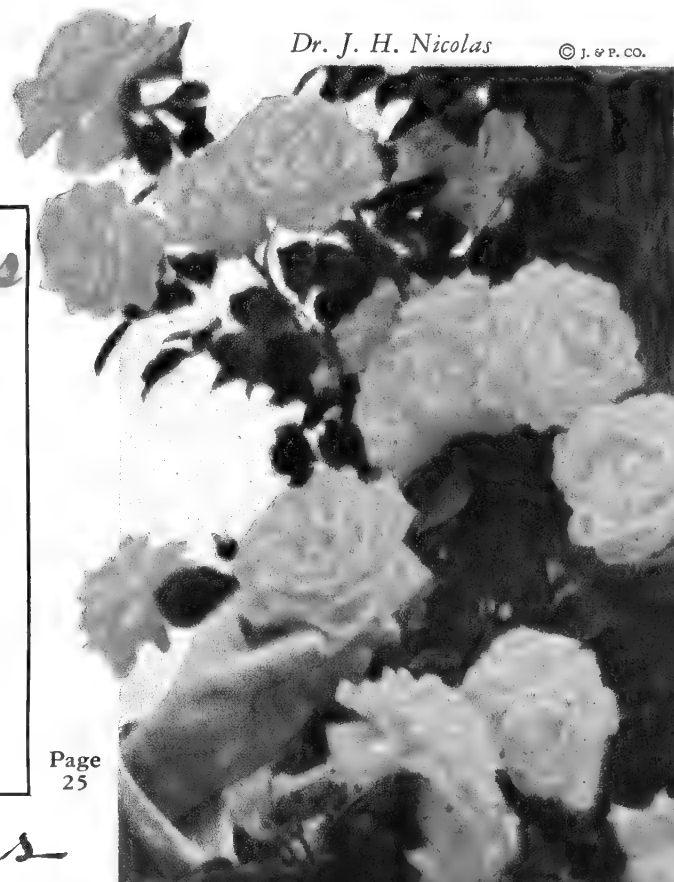
*Clusters* . . . three or four to each long, strong stem.

*Plant* . . . extremely hardy in all sections, very vigorous, grows 8 to 10 ft. tall. Disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Dr. J. H. Nicolas

© J. & P. CO.



## Trailing Roses

We invite you to learn the elegance with which you can clothe an unsightly or barren spot. Ground-Cover Roses cover banks, semi-shady places, etc., with a carpet of green and color. Plant 2 ft. apart.

### MAX GRAF

Bushy trailer, loves semi-shade; enthralling single, shining pink flowers in spring. Hardy, vigorous, fine for covering rocks. Attractive foliage. Easy to train.

### WICHURAIANA

Glossy, shiny foliage; fragrant, starry white flower-clusters; bright red berries later. Roots wherever it touches soil. Spreads rapidly; so hardy its blood has been used to increase the hardness of some of the finest Climbing Roses.

Either of above: 65c each;  
3 for \$1.50; 12 for \$6.



Max Graf

© J. & P. CO.

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... World's Largest Rose Growers



# BLAZE - Most Popular

(Plant Patent No. 10)

## OF ALL CLIMBING ROSES

THE Red of the Flag, in all its flaming glory—symbol of courage and devotion to country in every American heart! Most popular of all everblooming Climbing Roses, the demand for Blaze increases year by year, and we are now experiencing a tremendous demand for this exciting Climber by the many who want Flag Red in their gardens. Twice as many Blaze were planted in American Gardens last spring as in the previous year, and this year the demand is even greater!

© J. & P. CO.



© J. & P. CO.

Here is a close-up view of part of a cluster of Blaze, about 3/4 life-size.

*Blaze! Was ever a Rose better named? Or ever a Rose that had such perfect universal appeal—a flower for America! Growing more popular every year!*

Introduced by Jackson & Perkins over ten years ago, these are the brilliant, attractive, double, red Climbing Roses one sees blooming all over America in their everblooming or repeating form, now definitely fixed by use of only bloom wood in propagation. You knew the older June-blooming variety as Paul's Scarlet Climber. Profuse in spring and intermittent all season. Extremely satisfactory. Very striking when planted with Summer Snow.

**Blooms**...large clusters of many 2- to 3-in. cup-shaped flowers cover plant. The blazing scarlet color holds well, even in full sun.

**Uses**...train over arch or pergola. Drape on fences or garages. Grow on pillars or posts. Brightens entrance or porch.

**Height**...10 to 12 ft.

**Prolific**...masses of vivid scarlet for a long period in springtime. Intermittent flowers all season. (Note: Pluck only actual flowers when trimming after blooming as new bloom-shoots grow from first eye below the flower cluster.)

\$1.25 each; 3 for \$3.15; 12 for \$12.50

*This lovely picture of Blaze on a home here in the Rose Capital of America shows how beautifully it will do on your own grounds.*

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### PAUL'S SCARLET

Until the advent of Blaze, its everblooming counterpart, this was the most admired red Climbing Rose. Many still want it for the great profusion of large, well-shaped, vivid scarlet-red flowers in large open clusters that can be cut freely with long stems during June.

85c each; 3 for \$2.15; 12 for \$8.50

**Jackson & Perkins Co..**

# Climbing Summer Snow

(Plant Patent No. 400)

*Everblooming*

WHEREVER this enchanting, pure white Climbing Rose is planted—the fairest white climber—it quickly fills out to illuminate the scene with myriads of clusters of pure white, loosely double flowers almost completely covering the plant, like mountains of snow. If as you have traveled through the countryside and observed the Roses on the grounds of some fine home you have said “That’s the white Climbing Rose I want,” doubtless it was Summer Snow. The plants are always impressively handsome.

## Blooms from Early June Till Late Fall

It would be bounty enough to have its splendor just for June, but Summer Snow is not content with that—the attractive white blooms repeat themselves all through the summer and fall—often they are the last flowers in our garden when killing frosts come in November.

The spotless, glistening, glacier-white double blooms are 2 in. across, effectively set off with golden stamens when full-open, adding to the charm of their large clusters in bouquets and arrangements. There are very few thorns. And Summer Snow is so abundantly generous, one never need hesitate to cut enough for use in the home.

This lovely Rose not only excites the extravagant admiration of all who see it by day—its masses of fragrant white blooms are glorious in the evening, entrancing in moonlight. You’ll never part with Summer Snow!

The hardy, vigorous plants require little care, and fill out rapidly, growing 8 to 10 ft. tall. The picture shows only about one-half of the plant. Summer Snow is an unsurpassed setting in white before which you can portray lovely color harmony with a planting of Floribunda Roses or Perennials. For a striking effect, plant with the red Blaze or the golden King Midas. To show your colors, plant with Blaze and Delphinium or other blue Perennials for the “Red, White and Blue.”

*Flowers* . . . large generous clusters.  
Clear sparkling white.  
Loosely double 2-in.  
flowers; golden yellow  
stamens.

*Everblooming* . . . intermittent all summer.  
June bloom like a mountain of snow.

*Fragrance* . . . dainty, clean, refreshing.

*Type* . . . . . excellent Pillar Rose, 8 to 10 ft. tall. Very hardy. Vigorous. Fills in well and covers a fine area on trellis or fence, but not overrunning. Very few thorns.

\$1.50 each; 3 for \$3.75; 12 for \$15.

© J. & P. CO.

*Doubloons*



*Summer Snow*

© J. & P. CO.

## DOUBLOONS

(Plant Patent No. 152)

Doubloons—the golden treasures of old pirate days, were buried deep on fabled islands far away. But, Doubloons—the golden beauties from nature’s treasure chest, planted in a lovely garden—live—climb—bloom, and bring happiness to everyone. This is the Yellow Climbing Rose on which you can depend for quick results, and for real height. The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some blooms the same year you plant! Its flowers are magnificent. It blooms in profusion for a long time. It is hardy and vigorous.

*History* . . . a direct descendant of our American wild Prairie Rose, with its heritage of hardiness.

*Blooms* . . . Large, golden flowers, fairly double, in delightful clusters, literally covering the plant for a long period. Dark velvety green foliage.

*Growth* . . . vigorous, healthy; long, heavy canes. Grows 12 ft. in a season.

*Fragrance* . . . spicy, clean.

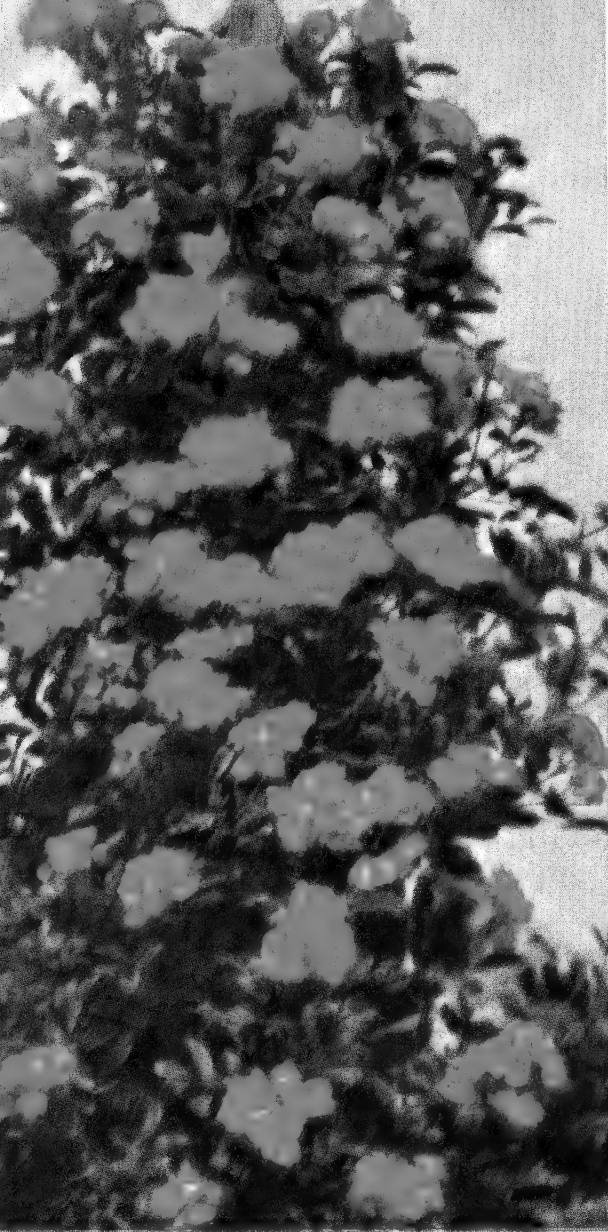
\$1.25 each; 3 for \$3.15; 12 for \$12.50

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*World's Largest Rose Growers*







Torch

© J. & P. CO.

"In giving our garden its final October check I noted some excellent spikes of bloom on Torch. From the ground up, the first leaves of spring are still intact—we have had a bad season for blackspot and Torch seems immune. Some new canes made 8 ft. of growth with heavy foliage set close together. The pillars are a striking blaze of orange-scarlet in June with intermittent spikes throughout the summer. A Rose possessing so many fine qualities—plant, foliage, color and novelty—will no doubt speedily receive due recognition and wide dissemination."

—Fred Edmonds, curator  
International Rose Test Garden, Portland, Oregon.

"The orange-salmon of Torch is the most distinctive color of any rambler introduced in this generation. Its clean rich foliage, long period of bloom and tendency for recurrence makes it a remarkable and dependable rambler."

—E. A. Piester, Elizabeth Park Rose Gardens, Hartford, Conn.

# Torch

## THE WORLD'S BRIGHTEST CLIMBER

(Plant Patent applied for)

This new Climbing Rose will flame gloriously in your garden all June and frequently again in the fall, like a vibrant splash of color from an artist's palette. The vivid orange-scarlet is clear, clean and true, like the glow of bright sunshine on a crimson coral reef. The color continues true even as the flowers age. Torch blooms in prolific abundance; the large, graceful, generous clusters are so crowded that the pert flowers are literally countless. As enduringly hardy as it is radiantly lovely. Torch as a striking yet blending accent keynotes gayety for a long June season and frequently re-blooms generously in the fall. This remarkable novelty is entirely different from any other Climbing Rose you have ever grown—the strong, sturdy canes break out quickly from the base of the plant and climb rapidly, spreading out to cover the pillars or trellises to which they are trained. These new shoots make a growth of as much as 8 ft. in one summer and carry much more foliage than the new shoots of other climbers. The foliage is unique and interestingly decorative even when there are no blooms. Outstandingly disease-resistant, the plants seem to go on happily and unmindful of Rose ills, uninteresting to insects, even with little care. Torch makes a compelling display when trained on a pillar, and is very adaptable for training in any desired shape or position on trellises, arbors, fences, etc. Be sure to plant Torch this spring.



A close-up view of a few flowers from one of the countless large clusters covering the plant in the picture at left. You can plant no other Climbing Rose this year which will inspire quicker comment from your neighbors and friends, nor which will so quickly contribute such a wealth of color.

**Blooms.** . . long-lasting clusters of brilliant orange-scarlet, each flower with clear white eye that works wonders in blending into garden color.

**Habit.** . . grows 8 to 10 ft. tall.

**Foliage.** . . dark green, abundant, glossy. Both foliage and canes are unique.

**History.** . . hardy climbing version of the very popular Polyantha, Gloire du Midi.

\$1.50 each; 3 for \$3.75; 12 for \$15.

# King Midas

(Plant Patent No. 586)

## Longest-Blooming Hardy Yellow Climber

So glorious are the lovely, large Hybrid-Tea-like blooms that in fancy one can almost see the mythical Persian King touch each red-flushed bud, transforming it into living, limpid, yellow gold. A blessing of cheer-giving yellow that almost completely covers the plant for from three to six weeks bringing a blaze of golden glory to pillar, porch, pergola, trellis, fence, or brighten a corner of the yard, house or garage. A 1936 seedling by Dr. Nicolas—nurtured, tested, observed and propagated by the J. & P. Dept. of Plant Research—hardy in all sections.

**Buds.** . . . . . modern, pointed, golden-yellow flushed with red, slow to open, lovely for cutting; medium long stems.

**Blooms.** . . . . . double, long-lasting, high-centered, 4½ to 5 in. across. The golden-yellow gradually lightens to clear, unfading yellow till petals drop; does not burn.

**Foliage.** . . . . . luxuriant, bright, glossy-green; in late summer turns deep green, rich, leathery.

**Fast-growing.** . . . . establishes itself quickly; canes grow 8 to 10 ft. high; will bloom freely next year.

**Extremely hardy.** . . . . inherited sturdy Wichuriana blood through both parents; very resistant to diseases; stands heat well.

\$1.50 each; 3 for \$3.75; 12 for \$15.



King Midas

© J. & P. CO.



# MODERN Climbing Roses

## CLIMBING TALISMAN

Everblooming sport of the Talisman Hybrid Tea sold by florists all over the world. Many say the blooms from the climbing plants are bigger and more colorful. The familiar multi-colored yellow and copper buds and flowers need no description. For those willing to give Climbing Talisman a favorable location and simple winter protection, it will be outstanding. The J. & P. "Guide to Successful Rose Gardening" free with every order, shows how to do it in late fall, in 15 minutes.

**Buds...** beautifully formed, on fine long stems, as attractive as those in the florist's window.

**Blooms...** large, with the dusky tints of bud gradually becoming lighter, the gold more brilliant as the petals unfold.

**Fragrance...** pleasing and spicy.

\$1. each; 3 for \$2.50; 12 for \$10.

**Plant...** of vigorous habit, sending up several canes that produce blooming wood which flowers from June on through summer and fall; in northern sections will do best in good sunny exposure or on south side of house or other building.

*Climbing Talisman*

## NEW DAWN (Plant Patent No. 1)

The Everblooming strain of the most popular pink Climbing Rose in America! Produces almost continuously from early June until frost—hundreds of artistic buds open to large, beautifully-formed Hybrid-Tea-like blooms, delightful apple-blossom-pink; delicate appealing fragrance. Wondrously glossy foliage, rich deep green throughout season, remarkably disease-resistant. The plants continue to flourish in almost any soil or location and are lavish with lovely blooms. They require little care but abundantly reward greater attention when given to them. Here's one of the hardiest everblooming Climbers known to the plant world; choose it for a long season of Rose enjoyment. Supreme in vigor, adaptability and sheer beauty of foliage, plant and large double blooms.

**Buds...** exquisite, pointed, prized for flower arrangement, corsage, boutonniere; dainty pink flushed with deeper tones.

**Blooms...** delicate, soft pink, 4-in. Hybrid-Tea-like blooms in masses from early June until freezing weather. Graceful clusters so copious they make a winsome scene wherever grown. Delightfully fragrant.

**Stems...** ideally long for cutting.

**Hardy...** extremely hardy in all regions. Husky, healthy plants, very vigorous growers, reaching up to 15 ft. in height.

**History...** everblooming development of the Dr. W. Van Fleet.

\$1.50 each; 3 for \$3.75; 12 for \$15.

## JUNE MORN (Plant Patent No. 375)

A spectacular, sturdy Climbing Rose, originated by Dr. J. H. Nicolas. June Morn's large 5-in. Hybrid-Tea-size double flowers are a bright lively carmine-pink touched with gold on outside. Blooms in great profusion in many-flowered clusters in early summer and again throughout the season; older established plants could almost be called everblooming. Heavy, deep green foliage. Very hardy, vigorous; begins to throw sturdy climbing shoots the first summer, and will bloom generously the next June. Does very well in semi-shade and flowers stand up better. Height, 8 ft.

**History...** A seedling with the charm of Mme. Gregoire Staechelin, the vigor and free-flowering of Cl. Souvenir de Cl. Pernet.

**Blooms...** heavily in early summer with a good display in the fall.

**Use...** for northern areas, a Pillar with Hybrid-Tea-size flowers with repeating blooms; for the south, a really hardy addition to the repeating Climbers.

\$1.50 each; 3 for \$3.75; 12 for \$15.

*June Morn*

## CL. AMERICAN BEAUTY

Large buds and flowers of American Beauty crimson. Blooms very early and profusely—sweet-scented. A favorite Rose all over the nation, and one which J. & P. customers continue to plant in their own Parade of Modern Roses. 15 ft. tall.

\$1. each; 3 for \$2.50

© J. & P. CO.



*New Dawn*

## DR. W. VAN FLEET

Forebear of exquisite New Dawn above. Large, pale pink, fragrant Hybrid-Tea-like flowers on fine long stems. Many still want Dr. W. Van Fleet for the hundreds of lovely Roses on even a single plant—countless June bouquets and a wonderful garden display. Vigorous, hardy.

85c each; 3 for \$2.15; 12 for \$8.50



*Aquilegia, Crimson Star*



**AQUILEGIA · Columbine**  
**CRIMSON STAR**

Outstanding among all named Columbines is this giant, bright Crimson Star. In May and June there is a profusion of the gorgeous crimson sepals and spurs, attractively set off by the white inner petals, on ornamental plants 2 ft. high. Spectacular!

65c each; 3 for \$1.75;  
6 for \$3.25

*Anchusa myosotidiflora*



**ANCHUSA myosotidiflora**  
*Siberian Forget-Me-Nots*

Delightful clusters of clear blue, profuse in April and May; fine ground cover, 1 to 1½ ft. high.

50c each; 3 for \$1.35;  
6 for \$2.50

© J. & P. CO.



**LONGISSIMA HYBRIDS**

Wide range of colors. Long, dainty 3-to-4-in. spurs. One of the most graceful and artistic of early spring flowers, in May and June.

50c each; 3 for \$1.35;  
6 for \$2.50

**FALL ASTERS**

*Michaelmas Daisies*

The magic of the hybridizers here and in Europe has developed Fall Asters to exotic sizes and hues. Highly colorful and pleasing, they continue to bloom late in fall when color is so much needed and appreciated in the garden. Iron-hardy. Can be relied on in good weather and bad, coming through storm and torrent so the flowers are as lovely as ever a twinkling after a downpour.

For best results with tall varieties, limit each clump to one or two good shoots. Blooms are excellent for cutting and outdoor display. The variation in sizes makes Fall Asters popular for both taller backgrounds and lower borders.

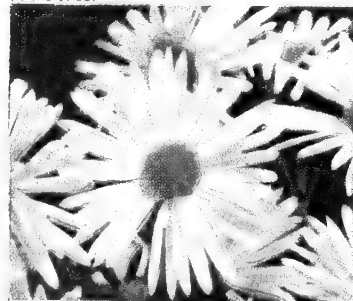
**HARRINGTON'S ADORABLE**

(*Novae Angliae*.) All that its name implies! Deeper, clearer pink, very rare in fall flowers—an improvement over the well-known Harrington's Pink Aster. Small, reddish, rosette-like buds. Clean dark green foliage. Height 4 to 4½ ft. A plant every modern garden should possess. Blooms Sept. to frost.

50c each; 3 for \$1.35; 6 for \$2.50

© J. & P. CO.

*Mount Everest*



**MOUNT EVEREST**

The supreme white Aster, set off by lively golden stamens. Tall, well-shaped, pyramided; flowering right down to ground. Ultimate height, 4 ft. Sept. 15 to frost. Picture above.

50c each; 3 for \$1.35;  
6 for \$2.50

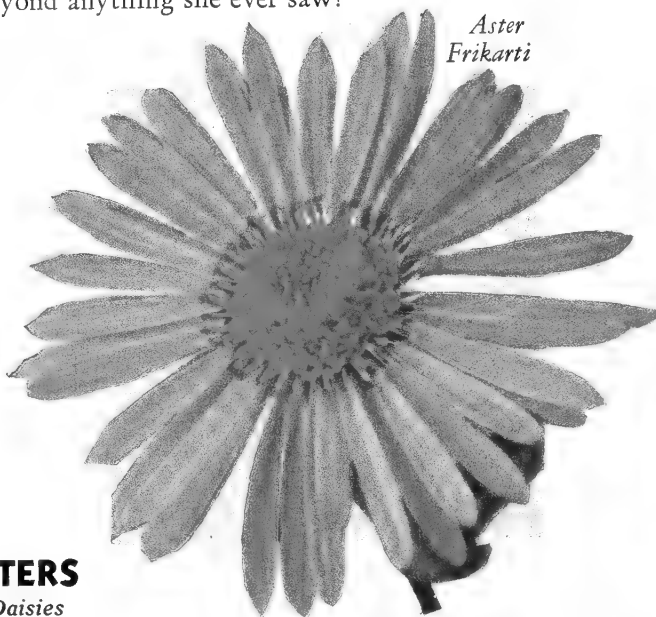
*Harrington's  
Adorable  
Aster*

Page 30

# J. & P. Modern

IT HAS been gratifying indeed to see the tremendous response from our friends who by their purchases have shown us so unmistakably that "Modern Perennials" are what you want. Long ago we realized that the readers of this catalog know the real economy of buying the best plants and newest varieties—how much one can lose in time, labor and enjoyment by saving a few shortsighted pennies on inferior plants or older kinds. Perennial Gardens were in vogue even in Great-Grandmother's day, but she'd hardly know these new, startlingly different, immensely improved versions of her favorite flowers—the unbelievably exquisite creations of the modern hybridizers' art, way beyond anything she ever saw!

*Aster  
Frikarti*



**ASTER FRIKARTI**

It would be difficult to find anyone who has ever grown Frikarti and does not praise it! Light blue-lavender, accentuated with a prominent yellow disc—the long-cherished "Wonder of Staefa." Blooms profusely and exceptionally long—a mound of light blue from early August till frost. Perfect for cutting; 3-in. flowers. Does well in semi-shade but needs the sun for perfect development. 2½ ft. tall. Most popular.

50c each; 3 for \$1.35; 6 for \$2.50

© J. & P. CO.

*Beechwood Rival*



**BEECHWOOD RIVAL**

Darkest red of all Asters—introduced by us. Deep rosy crimson; brilliant golden yellow eye. Many small flowers, covering compact, 3-ft. bushes. Mid-Sept. to frost. See above.

50c each; 3 for \$1.35; 6 for \$2.50

## Fall Aster Garden

### Group #416

For an unbelievable quantity of gorgeous fall flowers in all nine colors here described—Frikarti, Harrington's Adorable, Mount Everest, Beechwood Rival, Pink Party, Beechwood Charm, Gayborder Blue, Blue Gown, Petunia.

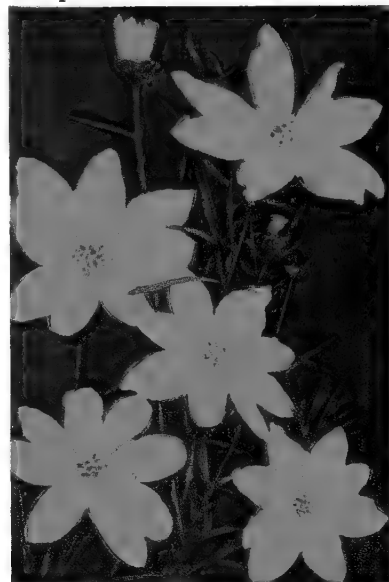
**9 PLANTS, 1 of each \$3.65**  
(value \$4.75) for only

**COREOPSIS,  
Golden Shower**

Constantly covered with 1½-in., star-like, golden yellow flowers, against bright green disease-resistant, slender, graceful foliage. In addition to the plant being so ornamental it provides constant color from June to frost. Non-fading. 24 in. tall.

60c each; 3 for \$1.60; 6 for \$3.

*Coreopsis, Golden Shower* © J. & P. CO.



**ASTER, PINK PARTY**

A drift of pink for your garden! A sight to behold, in bud or full bloom! Delicate apple-blossom-pink completely covering the lovely foliage, starting in mid-Sept. 30 in. tall.

65c each; 3 for \$1.75; 6 for \$3.25

**BEECHWOOD CHARM**

(*Novae Belgae*.) Deep rose-red, compact growth; smaller-flowered, massed blooming. 3, 3½ ft. Mid-Sept. to frost.

50c each; 3 for \$1.35; 6 for \$2.50

**GAYBORDER BLUE**

No. 1 blue Fall Aster for general use. Open, pleasing habit—grows to 5 ft. Large blooms; from mid-Sept.

50c each; 3 for \$1.35; 6 for \$2.50

**BLUE GOWN**

(*Novae Belgae*.) Delightful china-blue. Larger-flowered, taller growing. Climax form. Pyramidal branching growth, 4 to 4½ ft. Sept. 15 to frost.

60c each; 3 for \$1.60; 6 for \$3.

**PETUNIA**

(*Novae Belgae*.) Prim, semi-double, glowing petunia-purple. Dense, neat, pyramidal. 3 ft. Mid-Sept. to frost.

50c each; 3 for \$1.35; 6 for \$2.50

# Jackson & Perkins Co..



# PERENNIALS

THERE is greatly increased interest in Modern Perennials—more will be planted this spring than ever before. There's real home-morale value to color and fragrance in a world of war! Use Modern Perennials in a border along the vegetable garden, and yours will be a Victory Garden at its best. So here are Modern Perennials—top-notch, easy-to-grow, most satisfactory, newest of the day—to bring you years of enjoyment.

For the most effective display, where possible use three or more of a kind.

*Catananche*

© J. & P. CO.



**CATANANCHE, Giant Cupid's Dart**  
*Cœrulea major*

One of our most popular introductions in Modern Perennials. Sometimes called Love Plant. Bright, deep violet-blue, 2-in. flowers like double Corn flower or Bachelor's Button; on silvery, slender branching stems; silvery buds and seed-hips. Slender, tufted, silvery foliage. Live and lovely for front of border. Height, 20 in.; excellent for cutting—this lacy, dainty flower may be used in bouquets of most any garden blooms with artistic effect. Fine for boutonniere. Blooms profusely from July till frost. Think of having these delightful flowers all summer and fall, right from the time the spring Bachelor's Buttons go off because of the hot weather. Award of Merit, Royal Horticultural Society.

50c each; 3 for \$1.35; 6 for \$2.50

*Astilbe, Fanal*

© J. & P. CO.



*All are strong field-grown plants of proved vigor and ability to withstand our northern winters. In rare instances where plant habit indicates better quality can be given in pot-grown plants, that is what we supply. The famous J. & P. Guarantee is back of every plant.*

**[ Modern Perennials are not shipped west of Denver ]**

*To give you even greater pleasure from J. & P. Modern Perennials in your garden by increasing the quantity you can plant for the amount you want to spend, many special offers are included—like the Aster Garden on page at left. See particularly pp. 33, 35, 38, 39, inside back cover.*

## **CAMPANULA, Pride of Exmouth**

A new, tall-growing, 3½- to 4-ft. Campanula of infinite grace and charm. The stately plants are a sensation wherever placed, and the lovely large many-petaled flowers create the miraculous effect of a semi-double version of the tremendously popular Campanula, Telham Beauty. The flowers start in May and keep repeating on the same spike until July. Very fine. Blue with softening slight lavender cast. Pride of Exmouth is a plant of many uses because the flowers and foliage harmonize so well with other plants in a garden setting, and the unique flower-spikes add a distinctive touch to bouquets and arrangements.

65c each; 3 for \$1.75; 6 for \$3.25



*Carnation, Silver Mine*

## **ASTILBE, Fanal**

Fanal means "lighthouse," and these lovely, artistic plants will truly be beacons in your border plantings with their exquisite, feathery sprays of lively red. Easy-to-grow, hardy; likes plenty of moisture as well as good, rich soil, especially during the growing period; will repay a thousandfold with abundance of bloom all through May and June. A unique color—rich, deep red; dark green, prolific foliage. 15-in. flower-spikes tower well above 10-in. foliage. Fine for arrangements, combining with most any other flower. Fills long-felt want for red border plant, and one that likes moisture. Happy in either semi-shade or sun. May be lifted in fall and potted for winter bloom indoors.

85c each; 3 for \$2.25; 6 for \$4.25

## **CAMPANULA, Blue Carpet** *Carpatia Improved*

For edgings, groups, and rock-gardens—furnishes a "carpet of blue" from June to fall; excellent in full sun or in semi-shady places. Larger, light blue, bell-shaped flowers on 5- to 6-in. stems. Neatly compact. A great favorite in borders and rockeries. This variety is exceptional, giving blue color when very little other blue is in the garden. Remains slightly in center all season; a great improvement; does not sprawl.

60c each; 3 for \$1.60; 6 for \$3.



*Campanula, Pride of Exmouth*

## **CARNATION, Silver Mine**

Large, full, fragrant, double flowers—all pure white; hardy. In constant bloom from June until late October. Choice variety with fresh, dark green foliage. Excellent for cut-flowers. Sweet, pungent fragrance. Good for rockeries, borders, and in combinations. Grows to a height of about 10 in.; blooms generously and continuously.

50c each; 3 for \$1.35; 6 for \$2.50

## *Preparation for Perennials*

A good garden loam is best for perennials. Prepare hole large enough to easily take all roots. Spread roots, firm each plant well, and soak very thoroughly afterward. Leave crown of plant level with surrounding soil.

Plant tall plants like Delphiniums 18 to 24 in. apart. Medium plants 16 to 18 in. except wide spreaders like Heliopsis 18 to 20 in. Low plants 15 to 18 in. Dwarf plants and ground covers 8 to 10 in.

Perennial borders fulfil a dual purpose. They give gay and colorful garden surroundings throughout the year and are a constant source of cut-flowers. The past few years have brought forth many wonderful improvements in almost all known kinds. We have searched here and abroad and also have been producing new varieties in our own nurseries. Our testing is done under northern New York conditions, where temperatures have gone down to 30 and 35 degrees below zero.

© J. & P. CO.

*Campanula, Blue Carpet*





# J. & P. Modern Garden



*Lavender Lady*

## ALGONQUIN

A fine, brilliant yellow. Double 3-in. flowers borne freely from early Sept. 30 in. Best double early; resists weather extremes—heat or cold.

50c each; 3 for \$1.35; 6 for \$2.50

## CLARA CURTIS

Rubellum. One of the most popular. Masses of charming, fragrant, rosy pink 3-in. single flowers, early Aug. on. Very hardy. 20 in. tall.

50c each; 3 for \$1.35; 6 for \$2.50

## MILKY WAY

New type—magnificent creamy white, outstanding for intensity of milky whiteness when full open. Semi-informal flowers with broad overlapping petals. Most frost-resistant of all "Mums". 2½–3 ft. Blooms late Sept.

50c each; 3 for \$1.35; 6 for \$2.50

## PALE MOON

Decidedly distinct—soft, fluffy sulphur-yellow. Large flowers, 3 to 3½ in., Sept. through frost. Frost-resistant. Grows 2 ft.

50c each; 3 for \$1.35; 6 for \$2.50

## SILVER MOON

Unique—double row of gleaming white petals with pale yellow central halo, Sept. on, equal to greenhouse varieties; frost-resistant.

60c each; 3 for \$1.60; 6 for \$3.

## ROSE GLOW

Lovely old-rose with raspberry shading, in great profusion Sept. to frost. Unforgettable, fairly beaming under electric lights. 2½ ft.

50c each; 3 for \$1.35; 6 for \$2.50

*The three  
"September" Mums*



## LAVENDER LADY

Rare and lovely coloring marks this beautifully-shaped, lavender-pink Chrysanthemum of stately form and appearance. The flowers are 4 in. across—equally effective in daylight or under electric lights. Blooms end of Sept. till frozen. 24 in. tall. Queen of all garden "Mums"—unexcelled, yes unequalled!

50c each; 3 for \$1.35; 6 for \$2.50

## MRS. PIERRE S. DU PONT III

The dominant color is soft peach, tinted with rosy salmon and fawn shades overcast with luminous sheen. The general effect is an iridescent bronze. Large, full, perfectly-formed flowers, on tall, branching stems. Sturdy 2½-ft. plants. Blooms in early Oct.—a glorious, full display.

60c each; 3 for \$1.60; 6 for \$3.

## POHATCONG

One of our best sellers, very popular wherever outdoor Chrysanthemums are grown. Lovely, double, deep pink flowers, 4 in. across. Rich, dark green foliage. Long blooming period starting in early Sept. Vigorous growth. Prolific for cutting. 24 in. tall. Satisfactory under all conditions.

50c each; 3 for \$1.35; 6 for \$2.50



*Pohatcong*

## The "September" Mums

### SEPTEMBER BRONZE

New—appealing golden bronze shading to intense warm bronze. Shapely, medium large plants. A decided improvement on cushion "Mums." Pompon blossoms, 1½ in. across, keep a long time both in garden and as cut-flowers. Blooms mid-Sept. till frosts. Warmly attractive all season. Most colorful early Mum. 60c each; 3 for \$1.60; 6 for \$3.

### SEPTEMBER GOLD

Brilliant golden yellow pompon blossoms, 25 or more to a spray. Shapely, well-rounded orderly plants. Steady bright color effect. One of the earliest in fall, mid-Sept. to season's end. 18 in. high. Immensely prolific.

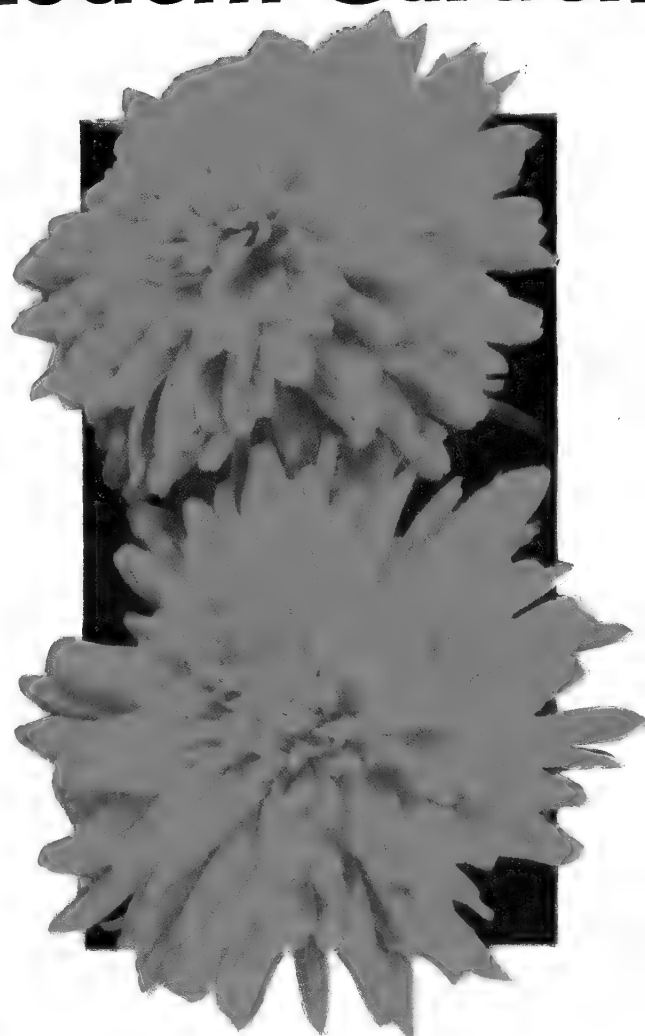
60c each; 3 for \$1.60; 6 for \$3.

### SEPTEMBER CLOUD

Rounded, double, purest white, primrose shading in center. Blends perfectly outdoors and in arrangements. Rounded compact plant completely covered mid-Sept. till frost. Best white Pompon.

60c each; 3 for \$1.60; 6 for \$3.

Page 32



*Mrs. Pierre S. du Pont III*

## RED VELVET

A true aristocrat, directly related to the favorite Mrs. Pierre S. du Pont III. Rich velvety crimson with glowing sheen; the color gradually changes to even darker crimson, providing added interest as the flower opens, remaining attractive for a long time. Shapely, fully double, medium-sized blooms on strong stems, long-lasting in bouquets. Healthy dark green foliage; sturdy, erect, clean-growing 2-ft. plants, in radiant bloom early in Oct., continuing till heavy freezes.

60c each; 3 for \$1.60; 6 for \$3.



*Red  
Velvet*



© J. & P. CO.

J a c k s o n & P e r k i n s C o . . .

# Chrysanthemums

## Winter-Hardy, Blooming Early and for Long Season

GARDEN Chrysanthemums have enjoyed tremendously increased interest and universal popularity because of the marvelous achievements in developing earlier-blooming and winter-hardy strains for a brilliant, long-lasting garden display, and wealth of glorious bouquets. Ideal for planting in both borders and cutting garden. In tune with the modern vogue, here are the loveliest hues in a wide range of colors and large perfect double blooms; also the best of the favorite semi-doubles and smaller flowers (Pompons).

### AVALANCHE

Like an avalanche of white, pure as the driven snow, the large, perfect, full-open double blooms cover the plant from the end of Sept. till frozen. Large as Lavender Lady, queen of garden Mums, the center of the flowers are formed with cream in the part-open stage. The best large white. 2-ft. plants. 60c each; 3 for \$1.60; 6 for \$3.

J. & P. New 1944



Avalanche

Ruby Pompon



J. & P. New 1944

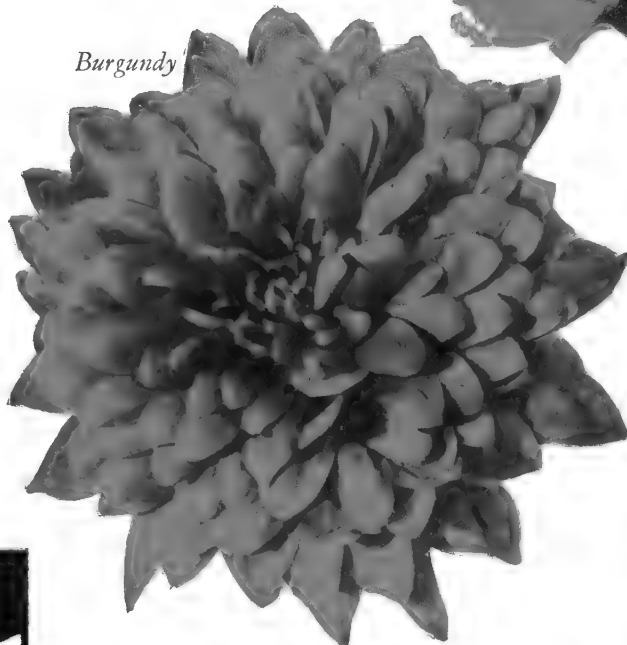
### RUBY POMPON

Ruby-crimson, beautifully formed, fully double, with a richer glow than any other Pompon, in such myriads that a single branch has more flowers than an entire plant of many Pompons. On 2½- to 3-ft. plants, completely covered with its ruby-red masses right after Oct. 1 and for a long season. 60c each; 3 for \$1.60; 6 for \$3.

### BURGUNDY

Glorious rich Burgundy red, in a fragrant, double Hybrid Korean. A winner everywhere! Magnificent form, texture; strong growing, 2½ ft. Equally striking in garden display and in arrangements. 3- to 4-in. blooms in early Oct. 50c each; 3 for \$1.35; 6 for \$2.50

Burgundy

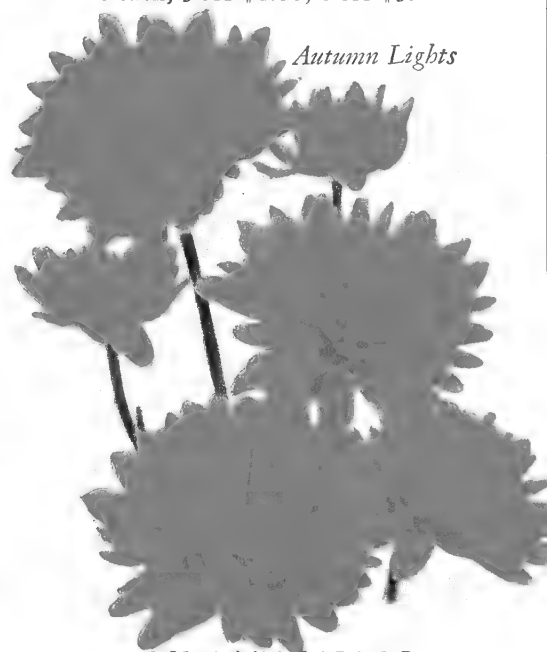


Eugene A. Wander

### EUGENE A. WANDER

Brilliant 4½- to 5-in. (larger if disbudded), double, glistening golden yellow, perfectly formed flowers, so freely borne in branching clusters, the stocky plant is nearly obscured. First of the season—a blaze of golden glory, in full flower by Sept. 10. Seldom over 18 in. tall. Hardy, easy to grow, yet also fine for pot-culture. 60c each; 3 for \$1.60; 6 for \$3.

Autumn Lights



### AUTUMN LIGHTS

Rugged blossoms of coppery bronze with a live, gleaming orange overcast. A hardy Arctic Hybrid. 2-in. semi-double flowers, profuse from late Sept. on. Sturdy, compact, branchy plants. Healthy, dark green foliage. Height 2 ft. 50c each; 3 for \$1.35; 6 for \$2.50

Rembrandt

J. & P. New 1944



## Chrysanthemum Specials

### BRISTOL MASTERPIECES

Creations of Alex Cumming, the great hybridizer: Lavender Lady, Mrs. du Pont III, Red Velvet, Eugene Wander, Rembrandt.

Group #431 5 Plants, 1 of each (value \$2.90) for only .. \$2.35

### PEERLESS LARGE DOUBLE SIX

Wonderful colors, all pictured: Lavender Lady, Mrs. du Pont III, Red Velvet, Avalanche, Burgundy, Eugene Wander.

Group #432 6 Plants, 1 of each (value \$3.40) for only .. \$2.75

### SUNSET SHADES

Algonquin, Clara Curtis, Rose Glow, Pohatcong, Mrs. du Pont III, Red Velvet, Autumn Lights, Rembrandt.

Group #433 8 Plants, 1 of each (value \$4.30) for only .. \$3.25

### ALL COLORS, ALL SEASON

Blooms from early August till freezing: VERY EARLY—Algonquin, Clara Curtis, Pohatcong. MID-EARLY—Autumn Lights, Rose Glow, Sept. Bronze, Sept. Gold. MID-SEASON—Avalanche, Burgundy, Eugene Wander, Lavender Lady, Red Velvet.

Group #434 12 Plants, 1 of each (value \$6.50) for only .. \$5.

### REMBRANDT

An entirely new blend of colors—don't miss it! Then next fall help us describe it better than "rosy mauve with copper tint, suffused with ripe strawberry." Lovely large flowers, among the most artistic of all Mums, on trim upright plants 18-24 in., blooming generously from Oct. 1. 60c each; 3 for \$1.60; 6 for \$3.

## The "Cushion" Mums

Characteristically, all "Cushion" Mums are covered with hundreds and hundreds of double flowers that bloom continuously from the end of August till frost, over 1,000 per plant in a season! For an astonishing mass of color, plant "Cushion" Mums.

Any of three  
Golden Cushion. 18 in. tall. at left:  
Bronze Cushion. 15 in. tall. 3 for \$1.;  
Pink Cushion. 20 in. tall. 12 for \$3.50



**EXQUISITE** *Lavender-Blue.* A soft, mel-  
low, breath-taking color, with  
exceptionally large, closely-set double florets on  
4 to 6 large spikes per plant in June and July,  
again in fall. 4 to 5 ft. tall. A lovely harmony.  
75c each; 3 for \$2.; 6 for \$3.75; 25 for \$13.75.

**DESIRABLE** *Deep Violet.* Truly distinct  
in its velvety violet-purple  
florets strikingly accented with white "bees" or  
eyes—on upright, well-balanced, wiry-stemmed  
4½-ft. spikes. The color holds. Really dramatic!  
65c each; 3 for \$1.65; 6 for \$3.25; 25 for \$12.

**DEBUTANTE** *White.* Clean, sparkling  
tall spires, dramatic in a  
white garden, with other colors, or by itself. 4 ft.  
tall. 65c each; 3 for \$1.65; 6 for \$3.25; 25 for \$12.

**ENCHANTMENT** *Light Blue.* True Del-  
phinium-blue, with  
white eyes—realization of the hybridists' dream!  
4 ft. tall. Adds depth and interest to any garden.  
75c each; 3 for \$2.; 6 for \$3.75; 25 for \$13.75.

**GAYETY** *Pink-Lavender, outer petals blue.*  
Lovely cupped florets from its for-  
bear Lady Eleanor, England's favorite; spike  
habit and hardness from its J. & P. ancestry.  
Side shoots prolong bloom several weeks. 5 ft.  
tall. 75c each; 3 for \$2.;  
6 for \$3.75; 25 for \$13.75.

# GIANT NORTHERN

## 100% Double

*Exquisite*

*Desirable*

*Debutante*

*Enchantment*

*Gayety*

©  
J. & P.  
CO.





# Delphinium

**J. & P. HYBRIDS**

**FREEDOM** *White, with Black-and-White "Bees."* A new sensation in the Delphinium world, latest of the J. & P. Hybrids, new for 1944. Possesses all the admirable characteristics of its illustrious relations. Trim and smart in appearance, full of life, will "pep up" any garden. Stunning in bouquets. 4½ to 5 ft. tall. 75c each; 3 for \$2.; 6 for \$3.75; 25 for \$13.75.

**DELIGHTFUL** *Deep Blue* The rare, real, all-blue, in the darker shade so hard to get. Here it is, and it will last! 5 ft. tall. 65c each; 3 for \$1.65; 6 for \$3.75; 25 for \$12.

**DIVINE** *Rose-Mauve.* Lovely lavender warmed by faint rose cast; wide-based pyramidal spikes; vigorous growth. 5 to 5½ ft. 65c each; 3 for \$1.65; 6 for \$3.25; 25 for \$12.

## Will Live for Years! True Separate Colors

*Guaranteed True to Name—Now You Can Plant in Perfect Color Harmony with the Colors Coming True and Every Spike with Double Florets*

### "ALL-OUT-AT-ONCE" SPIKES

## Special A Gardenful of Giant Delphinium

*What could be more effective in your garden—all eight Giant Double Delphinium on these two pages:*

**GROUP #421** 8 Plants, 1 of each (value \$5.60) for only ..... **\$4.65**

**GROUP #422** 24 Plants, 3 of each (value \$16.80) for ..... **\$12.75**

### Delphinium Quintet

*For a fine color array at lower cost—five favorites that have graced American gardens all four years since these new Hybrids were introduced—Desirable, Deboutante, Divine, Delightful, and Dauntless on p. 40.*

**GROUP #423** 5 Plants, 1 of each (value \$3.25) for only .. **\$2.75**

**GROUP #424** 15 Plants, 3 of each (value \$9.75) for ..... **\$7.50**

*Or make up your own color choices:*

**ANY 100 PLANTS \$50.00**

[For individual prices and descriptions of spikes, see upper corners of these pages]

**T**HINK of the thrill when these dramatic spikes display their glorious color in June and July, again in the fall—and for years to come! Never before could you plant Giant Delphinium and have all the colors come true and all the spikes with double florets—*A New Milestone in Delphinium Achievement.* Hybridized and developed in this rigorous climate of northern New York State by our own J. & P. Dept. of Plant Research, these J. & P. Hybrids are truly Northern—*hardy, disease-resistant, uniform in growth and really perennial in habit.*

### Rugged, Wiry, Wind-Resistant Spikes

Another aim of J. & P. hybridizers was to breed trim and sturdy stalks not easily blown down by the wind, yet not cumbersome in bouquets—in most localities you will find they need not be staked.

### Huge Florets, All-Double, Closely Set

You will be proud of the handsome, long-lasting, all-out-at-once spikes with their giant all-double florets closely set on as much as 28 in. of each towering spire—4 to 6 spikes to a plant in June and July, repeating bloom in fall.

### Splendid Plants for 1944—Order Early

Contrary to many sections last summer, ample rainfall and favorable growing season in our nurseries have produced unusually fine plants for you to plant this spring, every one of which bloomed last year in a breath-taking sea of color, 300,000 plants.

*Order early to be sure you can have all the plants you want.*



©  
J. & P.  
CO.

# J. & P. Modern PERENNIALS

## DELPHINIUM

### CLIVEDEN BEAUTY

A wonder-worker in your garden. Belladonna type. A lovely shade of blue for a bit of heaven among your flowers. Excellent for cutting; airy for arrangements. 4 ft.

50c each; 3 for \$1.35;  
6 for \$2.50

### VELVET BLUE CAVE

A J. & P. rich purple-blue Belladonna Delphinium with mildew-resistant dark green foliage; branching. Very free blooming. 4 ft.

50c each; 3 for \$1.35;  
6 for \$2.50

### J. & P. GIANT HYBRID, DAUNTLESS

Another of the "Giant Northerns" originated by J. & P., companion to the eight shown on pages 34 and 35. Compact spike of lavender flowers. Blooms about two weeks later than Divine on page 35, prolonging the season of this color-range. Ideal border type, also excellent cut-flower variety. The plant grows about 4 ft. tall; has many spikes.

65c each; 3 for \$1.65; 6 for \$3.25

## Delphinium Quintet

### Group #423

For a fine color array of these remarkable new J. & P. Giant Northern Double Delphiniums—Dauntless at left, with Desirable, Debutante, Divine and Delightful on pages 34 and 35.

Plants, 1 of each **\$2.75**  
(value \$3.25) for only

### PINK SENSATION DELPHINIUM

We expect to have enough plants to fill your orders one year from now. (Pat. 324). \$1. each.

Cliveden  
Beauty



## GEUMS (Pronounced Gee-ums)

To those who know them, Geums are among the most popular plants in the garden—someone has said that if only they had a pleasing pronounceable name they would be as familiar as roses. This year, learn in your own garden the value of these new hardy Geums for garden and bouquets, with their decorative foliage and large, colorful, wavy, long-lasting flowers. An excellent boutonniere.

### RED WINGS

Vivid strawberry-red, yellow anthers. Semi-double, 2-in. flowers 24 in. high, in great profusion May and June; intermittent all summer.

50c each; 3 for \$1.35; 6 for \$2.50

### DOLLY NORTH

Lovely light orange, 1½-in. diam.; profuse end of May and June—periodically all summer. 18-in. spikes; foliage always fresh.

50c each; 3 for \$1.35;  
6 for \$2.50

### FIRE OPAL

Dazzling scarlet-bronze Geum, 2-in. flowers, unexcelled in late spring. Free blooming, repeating all summer. 24-in. tall; tufted foliage.

50c each; 3 for \$1.35;  
6 for \$2.50

## The Geum Bouquet

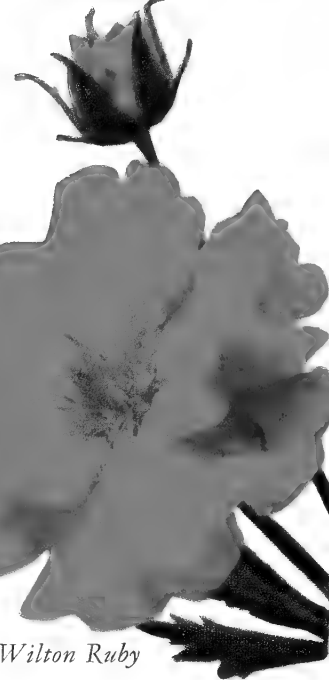
A very special price for you to get acquainted with their charm—all 4 Hardy Geums, 2 of each:

Group #425 <sup>8 Plants</sup> <sub>2 of each</sub> **\$2.85**  
(value \$3.90) .....

## WILTON RUBY

The new cheerful red Geum, several shades deeper in tone than others. "Dark green foliage, decorative all summer. 24 in. tall. Blooms May, June, intermittent all summer. Masses of long-lasting flowers for borders and groups. Excellent for cutting.

60c each; 3 for \$1.60;  
6 for \$3.



Wilton Ruby

© J. & P. CO. *Dauntless*  
© J. & P. CO. *Heliopsis, Golden Rays*

## HELIOPSIS

### GOLDEN RAYS

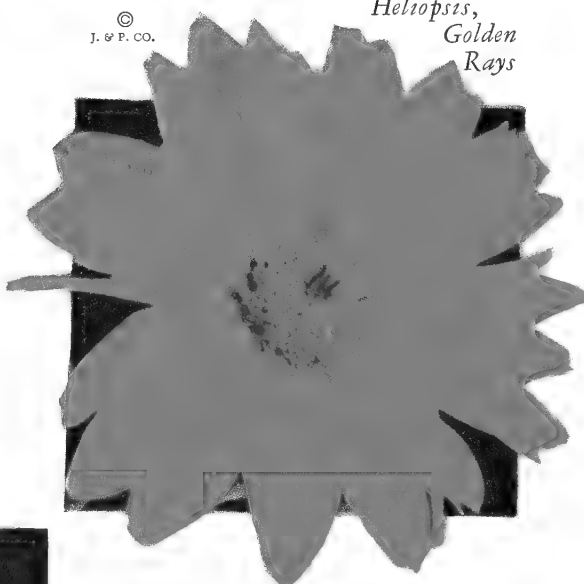
Scabra patula Golden-yellow, 4-in. flowers; sharp cut petals. 3½-ft. bushy plants; mounds of golden yellow, June through summer. Excellent for cutting.

60c each; 3 for \$1.60;  
6 for \$3.

### SUMMER GOLD

Incomparabilis Abundant, daisy-like semi-double, 4-in. flowers of rich gold, June to frost. After bloom, cut back for next crop. Good border plant. 3 ft.

50c each; 3 for \$1.35;  
6 for \$2.50



## HEUCHERA • Coral Bells

### PINK DELIGHT

Charming new Heuchera with 24-in. sprays of dainty old-rose flowers; touch of white at base of florets. Very free-flowering, June and July. Delights everybody, both in garden and for airy bouquets.

50c each; 3 for \$1.35; 6 for \$2.50

### QUEEN OF HEARTS

Stunning, deep red Heuchera; much larger bells than older varieties. Dainty in flower arrangements; keeps well. Blooms from late spring into July. Height 18 in. Order both of these satisfying varieties.

50c each; 3 for \$1.35; 6 for \$2.50

## GROUND-COVERS FOR ALL LOCATIONS

Here are the three most satisfactory and easiest to grow Ground-Covers which have proved to be most popular.

### DWARF POLYGONUM, Reynoutria

One of the finest ground-covers, interesting all year—from the Orient, improved by Amos Perry and introduced by J. & P. Low-growing, particularly useful and attractive. Establishes itself well in poor or rich soil with very few underground runners. Thrives best in full sunlight; hovers 4 to 8 in. from soil. Yellow-green foliage turns brilliant red in fall. Blooms in fall—fragrant, airy pink sprays similar to Silver Lace Vine; deep-red buds. You will be highly enthusiastic over its adeptness to beautify even the "problem" parts of your grounds.

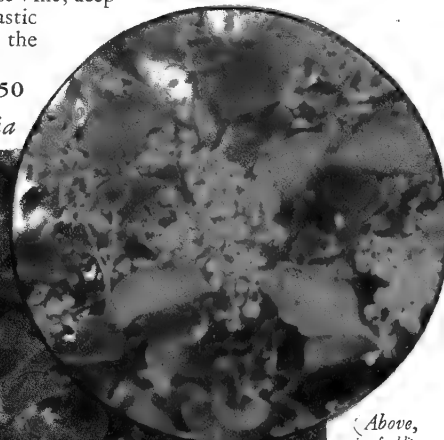
50c each; 3 for \$1.35; 6 for \$2.50

© J. & P. CO. *Polygonum, Reynoutria*

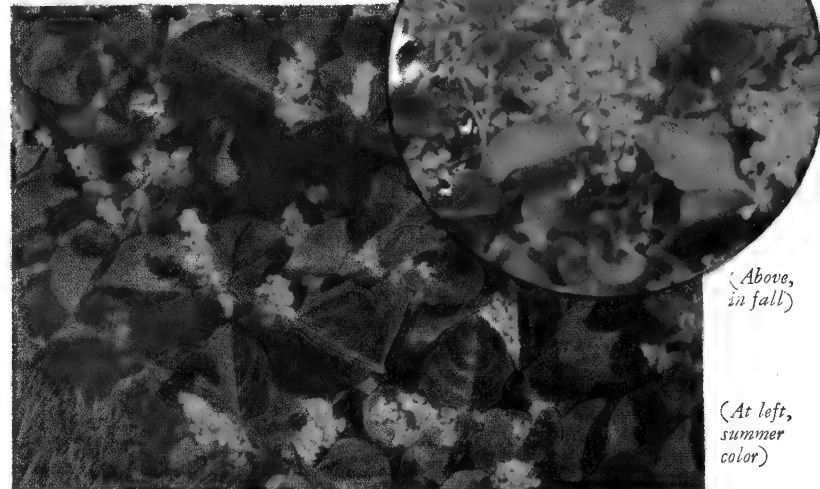
### VINCA MINOR, Bowles

Repeating blooms of Alice-blue, far superior to old *Vinca minor*. Foliage always clean; never rusts or turns brown. Most satisfactory of flowering ground-covers; excellent for banks, under trees, other shady or unsightly spots. Plant 8 in. apart. (50 or more at 100 rate.)

3 for 75c; 10 for \$2.;  
100 for \$18.



(Above, in fall)



(At left, summer color)



# BRING YOU A RICH REWARD

©  
J. & P. CO.

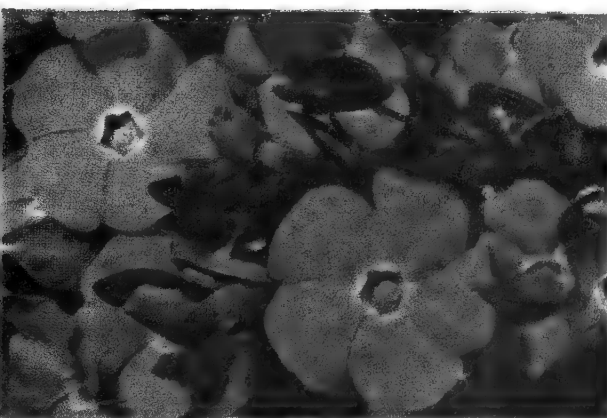


## LILY-OF-THE-VALLEY Giant Chimes

J. & P.  
New  
1944

Giant Chimes is our own introduction—Lily-of-the-Valley with unusually large rounded bells, perfectly shaped and heavy-textured. The pure white, frosted, pendent bells, are plentifully and gracefully hung on strong, firm stems, 10 in. tall. One of the most cherished of all flowers—anyone who has ever grown Lily-of-the-Valley would never be without beds of them, for the bountiful bouquets of dainty May Bells and sweetest of all perfume that permeates and brightens every room of the home. The captivating fragrance of Giant Chimes fills the garden with charm and intrigue; the plants spread rapidly in enriched soil. Thrives in semi-shaded, damp spots, along walls and walks, on edge of shrubbery plantings.

Field-grown clumps, 50c each; 3 for \$1.35;  
6 for \$2.50



*Vinca Minor, Bowles*

## PACHYSANDRA • Spurge

**Terminalis** Best evergreen ground-cover for deep shade and semi-shade; also does well in sun. Useful along walks, shrubbery, under large trees. Fine for steep banks. Quick-spreading, underground. Thick, glossy, spoon-shaped foliage, 8 in. tall. Plant 8 to 10 in. apart. 3 for 75c; 10 for \$2.; 100 for \$18.

*Pachysandra*



## LYTHRUM • The Beacon

**Salicaria** For small borders or large mass planting, the long-lasting, clear deep carmine-red flowers on large spikes are truly a beacon that adds sparkle and interest to the garden; side spikes follow almost to the ground. Many who have The Beacon in their gardens have written us how much attention it attracts—so appealing, in fact, that some report utter strangers passing by have stopped to ask what the brilliant spikes were, so they could have them, too. You will prize Lythrum, The Beacon. The vigorous plants do well with practically no care; the foliage is willow-like and interesting. Thrives equally in wet semi-shade and open, dry sun. Continuous, July to frost. 3½ to 4 ft. Award of Merit.

50c each; 3 for \$1.35; 6 for \$2.50

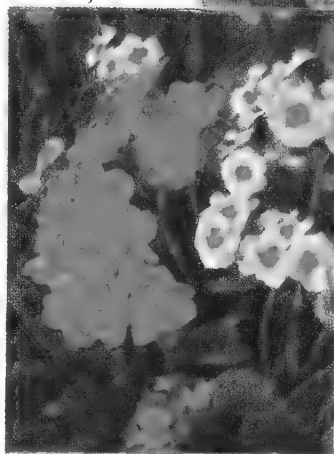
For *Lythrum*, *Rosalie*, see inside back cover

## PRIMULA

*Primrose*

For the greatest wealth of color all April, plant Primulas. As they increase in beauty, interest from year to year, you'll keep on enlarging your Primula garden and become a confirmed "fan."

*Primula, Colossus*



## VERIS, Colossus

**Giant-Flowered** Extra-large well-formed flowers, many over 2 in. across. A great range of colors, including lilacs, pinks, coppery reds, dark reds, and usual yellows. Sturdy plants, lush foliage; best in damp, shady spots; ideal for rockery, waterside or border.

60c each; 3 for \$1.60;  
6 for \$3.

## GYPSOPHILA, Rosy Veil

*Baby's Breath*

**Repens** Lower-growing; forms heavy mat of double pink flowers. Blooms during June and July; few blooms in fall. About 18 in.

50c each; 3 for \$1.35;  
6 for \$2.50

*Gypsophila, Rosy Veil*

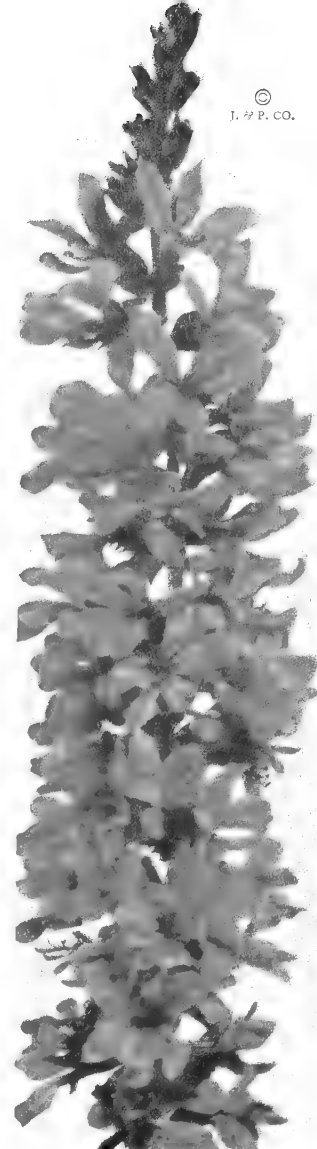


## CASHMIRIANA

The earliest of Primroses in spring. Lovely globes of deep orchid-lavender florets on strong, erect 10- to 12-in. stems. Exotic, interesting. Flower-heads progress slowly, blooming a long time. Prefers semi-shady, moist location.

60c each; 3 for \$1.60;  
6 for \$3.

*Primula cashmiriana*



*Lythrum, The Beacon*

## PLATYCODON

*Balloon Flower*

**Grandiflorum** The lovely bright blue flowers of this excellent perennial are interesting, graceful and attractive, right from the first show of color in the bud on through the long life of the flower. The unique, enlarged, inflated buds look like toy balloons; the star-like wide-open blooms are very pleasing. Long season of bloom from June throughout the summer make this plant ideal in the border, valuable to create an impression of distance in the garden. 2½-ft. plants. A most satisfactory cut-flower.

60c each; 3 for \$1.60;  
6 for \$3.

*Platycodon*



## First Perennials of Spring

### Group #426

Eight J. & P. favorites, 2 plants of each, to give you a lot of color and fragrance in April and May, some extending on, others re-blooming in fall—all at a very special price:

Aquilegia, Crimson Star (p. 30)	Lily-of-the-Valley (above)
Forget-Me-Not Anchusa (p. 30)	Trollius, Sussex Queen (p. 38)
Primula veris (above)	Violet, Royal Robe (inside cover)
Primula cashmiriana (above)	Viola, Double, White (p. 41)

**16** Plants, 2 of each **\$7.50**  
(value \$9.30) for only....

Page 37

... Growers of Modern Perennials





*Pentstemon, Cherry Glow*

© J. & P. CO.

### TROLLIUS, Sussex Queen

A truly fascinating new golden yellow Trollius of the improved Ledebouri type—an improved form of Golden Queen from Ernest Ladham of Sussex, Eng. The two outer rows of petals, instead of staying cupped as in other types, flatten out gracefully and effectively, making a beautiful picture with their very interesting stamens, strong filaments, rich-colored anthers. Blooms from end of May into July. Does well in sun and really thrives in semi-shade. Will gracefully beautify your garden. Height 3 to 4 ft.

65c each; 3 for \$1.65; 6 for \$3.25



*Trollius,  
Sussex Queen*

### PENTSTEMON, Cherry Glow

A really different Perennial for your garden! Cheerful, bright, cherry-red flowers touched with white in the throat, gracefully placed on wiry spikes. Heretofore few northern gardens could have the glory of the giant blooms of the tender Gloxinioidea, so loved throughout the South. Now you need no longer envy your southern friends, for this new J. & P. Hybrid Pentstemon is hardy enough to winter even in the rigorous climate of northern New York, and the flowers are almost as large. Long, 20-in. spikes, sure to bring an unusual touch to bouquets and arrangements. Borne in great profusion from June till frost, with six to eight spikes continually in various stages of bloom. Interesting and appealing in the border. Plants require winter protection in zero climes.

75c each; 3 for \$2.; 6 for \$3.75

### RUDBECKIA, The King

Regally it bears its large, deep crimson-red flowers, bringing new life and color wherever you plant it. From half-open flower to the full-bloom stage of orange-brown seed-cone with its perimeter of straight red petals, it is always attractive. The petals never fold back; the stems remain majestically stiff. Graceful; long-lasting both in the garden and in bouquets for which The King is ideal. Blooms profusely June to Sept. Grows 4½ ft. high. (Very few available; most of crop destroyed by flood.) 75c each.



*Rudbeckia,  
The King*

© J. & P. CO.

### STOKESIA, Lavender Queen

Mammoth form of old-fashioned Stokes Aster, 4-5 in. across. The double flowers, silvery-blue suffused lilac-blue at center, are very effective both in the garden and in vases. 18-24 in. tall. Vigorous, bushy growth, stands heat. Never without a profusion of beautiful blooms all summer and fall. Fine for cut-flower arrangements. Excellent for any border. Very hardy and very easy to grow. Truly an Aster of fine quality and delightful color that will give you the utmost satisfaction.

50c each; 3 for \$1.35; 6 for \$2.50



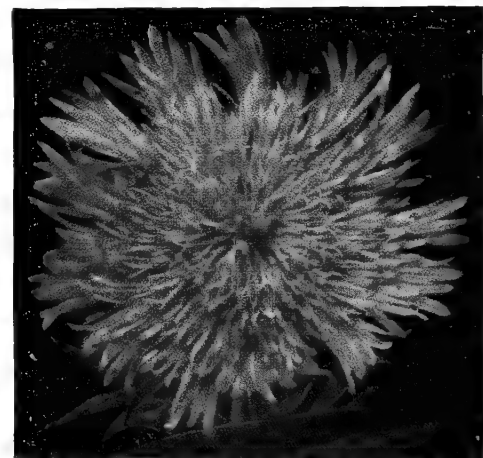
*Rudbeckia, White Lustre*

### RUDBECKIA, White Lustre

Gloriously crowned by a mass of unusually large white flowers, with contrasting giant-size, golden-mahogany cones—a very hardy, interesting and different new plant anyone can grow, anywhere. Lavishly produces long, sturdy-stemmed flowers, ideal for cutting. Petals first grow upward, then straight out,

daisy-like, for several days and finally, as the huge cones start to develop, bend gracefully downward remaining attractive without discoloring for several weeks. Stiff flower stems resist heavy rains and winds. Healthy, dark green foliage. Very hardy; winters perfectly; seldom bothered with disease. Wonderful for beds, borders. Compact bushy plant, 2½ ft. high.

75c each; 3 for \$2.; 6 for \$3.75



*Stokesia, Lavender Queen*

## TIME-SAVING and MONEY-SAVING SPECIAL OFFERS

# Modern Perennials

Think how much new interest your 1944 garden can have with these outstanding new Perennials, all of which will bloom this year, and continue for years. What adventure in watching each plant as it grows and blooms, selecting your favorites, planning new color effects. Planting instructions free.

### Keynoters for 1944

UNRIVALED

#### Group #417

Astilbe, Fanal (see p. 31)  
Campanula, Pr. of Exmouth (p. 31)  
Catananche (p. 31)  
Delphinium, Freedom (p. 35)  
Geum, Wilton Ruby (p. 36)  
Lythrum, Rosalie (3d cover)  
Pentstemon, Cherry Glow (above)  
Scabiosa, Blue Lady (p. 40)  
Tritoma, Robin Hood (3d cover)  
Violet, Royal Robe (3d cover)

10 Plants, 1 of each \$5.75  
(value \$7.15) for.

### Spring-Blooming

MAY-JUNE

#### Group #418

Aquilegia, Crimson Star (p. 30)  
Astilbe, Fanal (p. 31)  
Campanula, Pr. of Exmouth (p. 31)  
Delphinium, Gayety (pp. 34-35)  
Geum, Red Wings (p. 36)  
Gypsophila, Rosy Veil (p. 37)  
Heuchera, Pink Delight (p. 36)  
Primula cashmiriana (p. 37)  
Trollius, Sussex Queen (at left)  
Violet, Royal Robe (3d cover)

10 Plants, 1 of each \$4.95  
(value \$6.30) for.

### Summer and Fall

LONG-SEASON

#### Group #419

Aster, Adorable (p. 30)  
Campanula, Blue Carpet (p. 31)  
Chrysanthemum, Red Velvet (p. 33)  
Coreopsis, Golden Shower (p. 30)  
Lythrum, The Beacon (p. 37)  
Phlox, Fairy King (p. 39)  
Rudbeckia, White Lustre (above)  
Stokesia, Lavender Queen (above)  
Tritoma, Comet (p. 40)  
Verbascum, Pink Domino (p. 40)

10 Plants, 1 of each \$4.75  
(value \$6.05) for.

ALL 3 LOTS—30 PLANTS—Group #420 (value \$19.50) for only \$14.50

## Growers of Modern Perennials

# PAGEANT OF HARDY

© J. & P. CO.

*Fairy King*  
(This  
flower-head  
measured  
actually  
8 in. across)

# Phlox

**G**REAT masses of color and appealing spicy fragrance in late summer and fall! With graceful ease *Phlox decussata* beautifies every part of the border or garden. Why be content with less than the greater glory of these new, improved varieties introduced by J. & P., all with giant flower-heads and florets up to 2 in. across.

## The Six Glorious Phlox Pictured

### FAIRY KING

A heavenly soft lavender! Large, shapely, rounded heads invite unbounded admiration. Dark green foliage. Unusually resistant to Phlox ills. 2 ft. 75c each; 3 for \$2.; 6 for \$3.75

### MIKADO

Deep violet, 1½- to 2-in. florets, large distinct white eye. Excellent foliage. One of most striking colors in Phlox. 18-24 in. 50c ea.; 3 for \$1.35; 6 for \$2.50

### HARVEST FIRE

Mammoth salmon-orange heads, branching from bottom; large florets, 1½ to 2 in. Clean healthy foliage. Long bloomer. Grows 30 in. One of the best. 50c ea.; 3 for \$1.35; 6 for \$2.50

### APPLE BLOSSOM

Soft, apple-blossom-pink; 2- to 2½-in. florets. Pyramidal flower-heads; side spikes follow freely. Disease-resistant foliage. 2½-3 ft. 50c ea.; 3 for \$1.35; 6 for \$2.50

### SALMON BEAUTY

Rich salmon-pink contrasting with large white eye. Soft in tone. Lovely large florets 1½- to 2-in. Reaches 30 in. 50c ea.; 3 for \$1.35; 6 for \$2.50

### BLUE BOY

Best deep blue Phlox, marvelous at dusk. Free bloomer; florets 1½ to 2 in. Large flower-heads. Growth low, bushy. Average height, 24 in. 50c ea.; 3 for \$1.35; 6 for \$2.50

## Two Favorite New Introductions

### SAN ANTONIO

Immense heads of deep, non-fading blood-red florets; always fine in color. A shaded red so striking that it is dominant in any planting. Good robust growth always. 2½ to 3 ft. 75c each; 3 for \$2.; 6 for \$3.75

### PROGRESS

A superb new color—handsome light blue, deeper purple-blue eyes. Large heads. Shades vary slightly with moisture and soils. Rich dark leaves. 2½ ft. 75c each; 3 for \$2.; 6 for \$3.75

## Best Older Varieties

**B. Comte** French purple.  
**Count Zeppelin** White; red eye.  
**Daily Sketch** Large, light salmon-pink; crimson eye.  
**George Stipp** Salmon.  
**Mrs. Harding** Glowing salmon.  
**Painted Lady** Peach-pink with deeper eye.  
**Snowcap** White.  
**Tigress** Orange-scarlet.

**Your Choice of Above:**  
3 for 65c; 6 for \$1.25;  
25 for \$3.75

*Rainbow Gardens*  
SIX  
LOVELY COLORS  
Specially selected for your enjoyment—  
Fairy King, Salmon Beauty, Mikado,  
Apple Blossom, Blue Boy, Progress.

### Group #405

6 Plants, 1 of each \$2.00  
(value \$3.50).....

### Group #406

18 Plants, 3 of each \$8.25  
(value \$10.50).....

### FOURTEEN FAVORITES

The six newer Phlox above and  
the eight older favorites at right.

### Group #407

14 Plants, 1 of each \$4.50  
(value \$5.24).....

At right above: Harvest Fire, Salmon Beauty  
Below: Mikado, Apple Blossom, Blue Boy



**J. & P.**

# MODERN Perennials

## SCABIOSA, Blue Lady

New and indeed exquisite! The first hardy and much-sought-for Perennial American Hybrid Scabiosa available in this country in a named plant, true in color, type and habit—a superb J. & P. introduction. The ray petals of the beautiful 3-in. slightly cupped azure-blue flowers are perfectly formed and charmingly frilled. The inside florets send out first a dainty pink-tipped stamen and later blue shaded pistils, soon filling the entire center with the same shade of color as the outer petals—a lovely effect. Flowering spike about 2 ft. tall rises from an artistic rosette of large leaves. Flowers appear in series and if kept cut, continue in bloom all season, from June through Sept. Long-lasting both in the garden and as cut-flowers. Splendid for color-spots and borders—a must for the cut-flower garden.

75c each; 3 for \$2.; 6 for \$3.75

Apricot  
Pride

Golden Pride

## GOLDEN PRIDE

Deep golden-yellow Tritoma—attractive always. A J. & P. introduction. One clump often has 15 to 20 8-in. spikes during season from late June to Sept. 30 in.

60c each; 3 for \$1.60;  
6 for \$3.

Orange  
Pride

## APRICOT PRIDE

Huge 8-in., yellow spikes richly overcast with intense apricot glow; never faded. A J. & P. introduction. Blooms from late June to Sept. 30-in. stems.

60c each; 3 for \$1.60;  
6 for \$3.

## Tritoma for the Sentinels border

For you to enjoy these amazing, truly hardy Tritomas in a liberal planting this spring, and as a special inducement to become acquainted with all 4 colors right away, we make these SPECIAL OFFERS:

### Group #428

All 4 J. & P. Hardy Large Tritomas—Comet, Orange Pride, Golden Pride, Apricot Pride.

4 Plants, 1 of each \$1.75  
(value \$2.40) for . . .

### Group #429

12 Plants, 3 of each \$5.  
(value \$7.20) only . . .

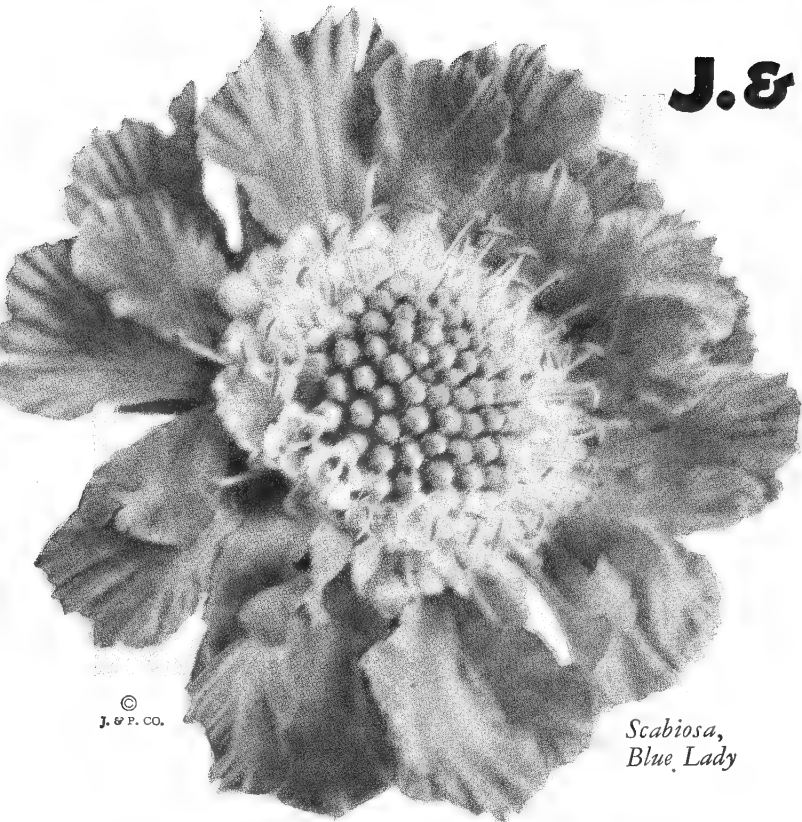
### Group #430

The 4 J. & P. Hardy Tritomas pictured above, dwarf Galpini at left and the brilliant Giant Robin Hood, new for 1944, on inside back cover.

6 Plants, 1 of each \$3.15  
(value \$4.) for only . . .

For J. & P. New Giant Tritoma Robin Hood, see inside back cover

Jackson & Perkins Co. .



©  
J. & P. CO.

Scabiosa,  
Blue Lady

Amazing New

## J. & P. HARDY TRITOMAS

Now you can have these compelling spires all summer without the fuss of digging up and storing for winter

Entirely new artistic effects, both in color and garden layout, can be achieved with these truly hardy new J. & P. Perennial Tritomas. Colors are distinct and true—not sharp but strong and decided—and produce glorious harmonies and contrasts. Especially bred for hardiness, they have lived through winter after winter in our fields in the cold of northern New York. The graceful lanceolate foliage from 15 to 18 in. high is attractive all season long. The first bloom is heavy in late June, with flowers continuously to September, often as many as 15 to 20 spikes to a plant during the season. Hardy in any position; but they prefer not to have wet feet in winter. Single plants make ideal spots of color and the mass effect of clumps is truly brilliant. The 30-in. stems bear 8-in. spikes of gorgeous color, bringing to your garden the invaluable but hitherto almost impossible architectural straight-line effect. Plant these hardy new J. & P. Perennial Tritomas plentifully this season, knowing they need not be "babied" by taking up every fall as was necessary with the old "red hot poker" plants—they'll delight you for years!

## COMET

Reddest of these hardy Tritomas, truly a "comet." Introduced by J. & P. Bears beautifully brilliant 8-in. spikes from July to Sept. Always intriguing. 30 in.

60c each; 3 for \$1.60;  
6 for \$3.

Comet

Dwarf Tritoma  
Galpini

## DWARF TRITOMA GALPINI

A graceful dwarf species. Slender, 24- to 30-in. stems; dainty 4- to 6-in. flower spikes of salmon-saffron; profuse from July to Oct. Grass-like foliage. Very decorative, yet subdued. Fine cut-flower. A J. & P. introduction. Grows in any location, including partial shade.

60c each; 3 for \$1.60;  
6 for \$3.



# Add New Charm to Any Garden

Among the brightest possibilities for new glory in your garden this season, and for years to come, are the brilliant hybridizing achievements in Modern Perennials (beginning on p. 30).

## Suggestions for Most Effective Use

MODERN Perennials are the soul of the garden—they are the always-dependables to keep your garden gay with bloom from the first flowers of spring all through summer and fall.

Very easy to grow, they respond readily with little care—a special virtue when war-time tasks leave less time for gardening.

In the accurate descriptions special care has been taken to indicate season of bloom, color, height and plant habit, together with any unusual adaptability which will help in solving your garden problems. Where certain plants have particular likes or dislikes for sun, shade, wet, dry or other special situations, the descriptions will guide you to their selection.

Heavy plantings may be made for massed color in special seasons, or all summer bloom may be obtained in one border by arranging the plants that bloom in different seasons near each other and following in succession

—for example, by group plantings of Trololius Sussex Queen, Delphinium Velvet Blue Cave, Phlox Apple Blossom, Catananche, etc.

Use Modern Perennials in straight borders, along walks, interspersed with shrubs, in the cutting garden, in Victory Gardens—yes, even to mark the ends of the vegetable rows.

Modern Perennials contribute lovely long-lasting bouquets in great profusion. For best results, when cutting the blooms immerse stems in deep water and keep in a cool place for a few hours before arranging.

J. & P. Modern Perennials are the headliners—only the best kinds and most improved varieties, most of them introduced by Jackson & Perkins within the past few years, all thoroughly tested in this rigorous climate of Newark, New York.

Soon as your order is received, we send you the complete "J. & P. Home Garden Guide" free—how to prepare ground, how to plant, what to do all year round.

©  
J. & P. CO.

### VERONICA, Blue Spire

Deep blue. Blooms in early summer, again later if cut off after first bloom. An improved *V. subsessilis*. Most satisfactory. 24 in. tall—excellent border plant neither sun nor dry weather will harm. Clean, bushy, upright. Don't overlook the splendid possibilities of this variety in your border plantings, both for form and for rich color. You'll find extra satisfaction in its hardiness.

50c each; 3 for \$1.35;  
6 for \$2.50

### SHASTA DAISIES

Shasta Daisies are the best easy-to-grow plants for achieving the increasingly popular white effect in spring and summer gardens. Your plantings will take on a new charm with "dressed-in-white" areas of these MODERN Shasta Daisies developed from Burbank's world-famous original.

Here are Shastas for a summer snowbank effect, for a taller background, for a prim-flowered mass effect, for a dainty airy tone. The plants are fortunate in not being bothered by insects and diseases to any extent. Each type is generously prolific and gives abundant display and ample cut-flowers. Shasta Daisies are admirable for bouquets and long-lasting in water. They make stunning white arrangements and are also very effective in combination with other flowers—especially with Giant Northern Delphinium.

These Two Fine Varieties:

#### FAVORITE

Tall growth, extra-large flowers, and grace of form combine to make this Shasta Daisy a real favorite. The 5-in. flowers, with overlapping, stiff, pure-white petals, are produced in great profusion in June and July, with constant flowers throughout the season. Full, clear yellow center. Height, 2½ to 3 ft. Long-lasting; ideal for taller borders, and for beds.

65c each; 3 for \$1.65;  
6 for \$3.25

#### ZINNIA-FLOWERED

These prim, zinnia-like, 4 to 4½-in. Shastas make an interesting plot in any garden. Many rows of pure white, broad, blunt, overlapping petals, hiding center at early stages, later folding back to display bright golden yellow. Prolific in early June; repeats later. Best semi-double. Interesting to grow. Excellent for cutting—very decorative. Height, 18 to 24 in.

50c each; 3 for \$1.35;  
6 for \$2.50

### VERBASCUM, Pink Domino

A lovely rose-pink delightfully refined form of the well-known rugged yellow Mullein. Upright, branching flower spikes reach 4 ft. in height. One of the most effective pink background plantings; consistent show of beautiful color during its entire blooming period of late August and Sept.

65c each; 3 for \$1.65;  
6 for \$3.25

Verbascum,  
Pink Domino

Zinnia-Flowered

©  
J. & P. CO.

## J. & P. Violets Are Easy to Grow

Viola,  
Double Russian



### VIOLA, Double Russian

An exquisite double old-fashioned Violet with an unusually sweet fragrance. It is hardy anywhere and can be effectively placed wherever a low, colorful purple and rich green foliage are needed. Very easy to grow. Excellent for semi-shady places. Produces an abundance of lovely flowers, pretty in bouquets, corsages and boutonnières. Always in bloom, May to Oct.

50c each; 3 for \$1.35;  
6 for \$2.50

### VIOLET, Double White

Large, double, sweet-scented flowers bloom abundantly in early spring, continuing through to Oct. Hardy anywhere, the dainty rich white flowers are carried on strong stems 6 to 8 in. tall. A very useful plant for troublesome, shady spots; alluring in nosegays and small bouquets. One of the most delightful of all violets, charming in with the Double Russian Violets.

50c each; 3 for \$1.35;  
6 for \$2.50

For the Sensational New Violet, Royal Robe, see inside back cover



Favorite  
Page 41

.. Growers of Modern Perennials

# Giant Clematis

Regal, Distinctive,  
Exotic as Orchids,  
Striking in Color and Size

EVERY season finds new thousands planting and enthusing over these rare beauties. True aristocrats of the plant world, next to the rose they are the most beautiful and continuous-blooming of all climbing plants. A new treasure for the garden hobbyist who delights in growing the newest rose, the rarest dahlia, the finest delphinium, etc.

While the intense colors and delicate forms seem almost tropical in their glory, the plants withstand 40 degrees below zero, just by hilling in fall. Easy and rapid to grow, disease-resistant, they like a fertilized, limy soil and some sunlight. Clematis start very early in spring so should be planted as early as possible.

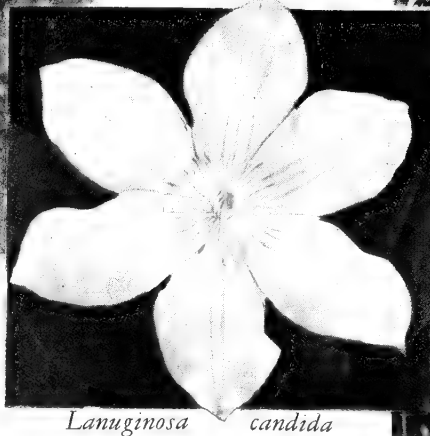
The enchanting blooms, many waterlily-like, grow from 4 to 8 in. or more across, continuously for 6 to 8 weeks from July and again in fall. Striking in flower arrangements. Incomparable for fences, walls, porches, etc., effective with Climbing Roses.

*Strong 2-yr. own-root plants, postpaid*

## A Real Red, White and Blue!

Few flower families have a color-range in all three colors of the Flag as does Clematis; plant habit is ideal for a patriotic display.

Red Jackmani



*Lanuginosa candida*

### LANUGINOSA CANDIDA

Lovely pure white waxy flowers, beautiful always, entrancing in moonlight. One of newest Hybrids, 10 to 12 ft. high. \$1.25 each; 3 for \$3.25.

### ASCOTIENSIS

Decidedly large star-like azure-blue flowers from July to Oct. The tapering buds assume many interesting forms as they unfold. Very free-blooming. 8 to 10 ft. \$1.25 each; 3 for \$3.25.

*Ascotiensis*



### LAWSONIANA

Most prolific of all! Marine-blue, pink overtone. Large overlapping petals; blooms June to Sept. Strong, rich growth, 10 to 12 ft. \$1. each; 3 for \$2.50.

*Duchess of Albany*



### DUCHESS OF ALBANY

Unique, trumpet-shaped, gorgeous, bright pink; long reflexed petals, successively July to Oct. Vigorous sprays on slender but sturdy stems, of outstanding grace and delicacy. \$1.50 each; 3 for \$4.

*All These Vines Are Sent Prepaid*

# Jackson & Perkins

*A glorious plant of Jackmani*

### JACKMANI

You have often seen these dramatic, large, velvety violet-purple flowers that have made Clematis so popular in America, and richly deserved. Blooms in profusion all summer and early fall. Noted for great vigor, often 10 ft. high. \$1. each; 3 for \$2.50.

### RED JACKMANI, Rubra

Just as vigorous and free-blooming as the purple Jackmani, with large flowers in a grand shade of bright red that makes a wonderful display. The rapid-growing plants reach 10 to 15 ft. in height. \$1.50 each; 3 for \$4.

## Special Group #441

*The Red, White and Blue:*

Red Jackmani, Ascotiensis, Lanuginosa candida

3 Plants, 1 of each \$3.35 (value \$4.)

### Group #442

*All Six Clematis Pictured*

6 Plants, 1 of each \$6.25 (value \$7.50)

## 3 More Fine Vines

### BOSTON IVY

Ampelopsis Veitchi Self-clinging, hardy. Green foliage turns rosy. Blue-black berries. Field-grown plants. 60c each; 3 for \$1.60; 12 for \$6.

### DUTCHMAN'S PIPE

Aristolochia Immense, heart-shaped leaves. Pipelike purple flowers. Very vigorous; grows 25 ft. \$1. each; 3 for \$2.50.

### SILVER LACE VINE

Polygonum Auberti Dense foliage and foamy spray of white flowers all summer, fall. Field-grown plants. 60c each; 3 for \$1.50.

*Silver Lace Vine*



*Lawsoniana*





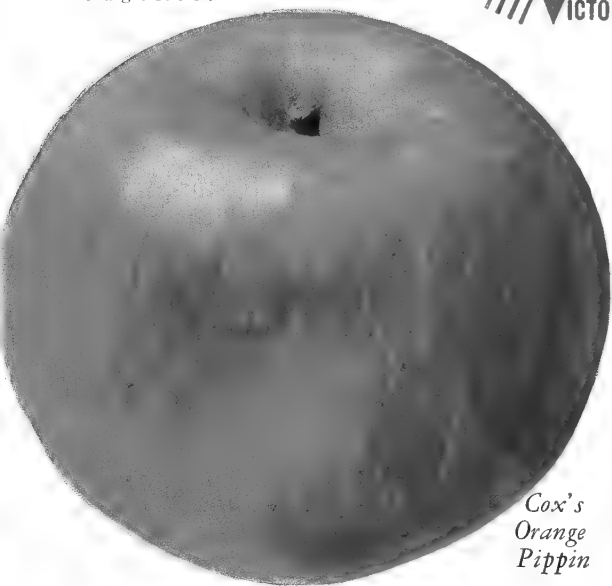
# J. & P. FRUITS

FOR  
YOUR

# Victory Garden

THE Victory Garden movement is a program for *balanced* gardening. In these troubled times when many foods are scarce and prices high, thousands who formerly grew only roses and other flowers have discovered the advantages of luscious, tree-ripened fruits on their own grounds. Growing these and vegetables in addition to flowers has become a patriotic service as well as assurance of the family supply.

All J. & P. Fruit Trees, Vines and Plants are guaranteed finest quality, true to name, and to live and bear, or we will replace prepaid and free of charge, the same as J. & P. Modern Roses (see p. 3); this liability limited to the cost of stock purchased. All prices include expert packing; shipment is made by express with transportation charges collect.



## J. & P. Dwarf Dwarf Apple Trees

*in Six Fine Varieties:*

### COX'S ORANGE PIPPIN

One of England's most favored Apples, also very popular in Canada, heretofore practically unavailable in the U. S. Produces a heavy crop of fine-grained, firm, tender, juicy Apples, crisp and delicious, ripe in late Sept.

*also*

**Red Astrachan (early), Cortland Early McIntosh, Red Delicious McIntosh Red**

**\$2.50 EACH**  
**ANY 3 FOR \$6.25**

3- to 4-ft. 2-yr.-old nursery-grown trees

*Bechtel's Crab (Malus)*

## CHOICE APPLE TREES

In response to the many requests for orchard-size Apple Trees, they have been added to the Parade of Modern Roses, Perennials and Fruits for 1944. We have selected six favorite varieties best suited for the small place, either for 3 or 4 trees about the grounds or to start a small orchard, providing luscious Apples for the family from the first week of August well into winter. All are large, sturdy, 2-yr.-old, 5- to 7-ft. trees, beginning to bear just 3 or 4 years after planting.

### YELLOW TRANSPARENT

One of the best and earliest of "harvest" Apples, ripe 1st week of August. White to pale yellow.

### WEALTHY

Ripe after Labor Day. Beautiful, brilliant red, crisp and juicy, splendid for eating and cooking.

### MCINTOSH

One of most popular. Fine, firm, juicy, very refreshing, beautiful coloring. Ripe in Oct.

### CORTLAND

A newer variety that has the quality, flavor of McIntosh but has firmer flesh, keeps longer.

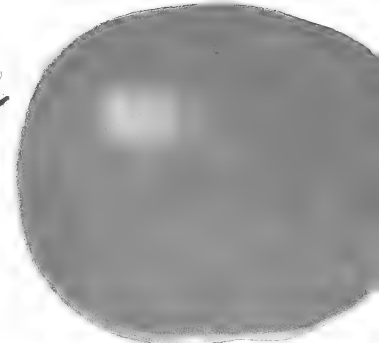
### RED DELICIOUS

Large, dark red with very firm, crisp, fine-grained flesh of excellent quality and flavor.

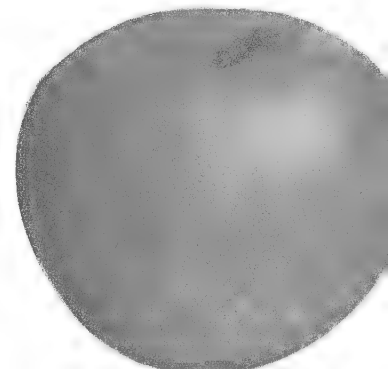
### RED NORTHERN SPY

Bright red, almost solid color. Crisp, juicy; delicious eating, excellent for salads, pies, etc.

**\$2. each; any 3 for \$5.**



*Red Northern Spy*



*Yellow Transparent*

## J. & P. Dwarf Dwarf Apple Trees

Now you can plant Apple Trees in even the smallest garden plot and enjoy them all your life, without ever crowding out your Roses, Perennials, or other flowers and vegetables! Think of these midget trees that will give a crop of large, luscious Apples next year! By the time they are four years old, they are in full bearing.

### Beautiful, Fragrant Flowering Trees in Spring

In spring every branch is covered with lovely, fragrant blossoms as exquisite as Flowering Crab—so profuse they are a garden decoration in themselves. Flowers, foliage, and fruit distinct from ordinary ornamental plantings, all make J. & P. Dwarf Apple Trees ideal.

### May Be Planted Anywhere

Planted in the border, they do not interfere with the growth of flowers right up to and around them, and may be planted as close as 6 ft. apart. Use J. & P. Dwarf Apple Trees in pairs at a gate or entrance, or in corners, borders, against fences and walls, or among shrubs.

### A Horticultural Triumph!

J. & P. Dwarf Dwarf Apple Trees are grown from buds of our finest full-size American varieties grafted on a special root-stock (known as Malling IX) originated in England. The trees stay dwarf; the Apples ripen 2 weeks earlier; they start to bear the next year. Dwarf and longer-lived than ordinary dwarf sorts.

© J. & P. CO.



*J. & P. Dwarf Dwarf Apple Trees*

## CRAB APPLES

*For Jellies, Preserves, Spiced Apples, etc.*

Crabapple Trees are very picturesque and ornamental both in spring bloom and when bearing their heavy crop of bright red fruits in fall. Fruits prized for jellies, preserves, cider, etc.

### DOLGA

Bright red fruits, most beautiful of all, makes rich ruby-red jelly with unique, delicious flavor. Very juicy, makes exceptionally good cider. Often begins to bear year after planting.

### HOPA

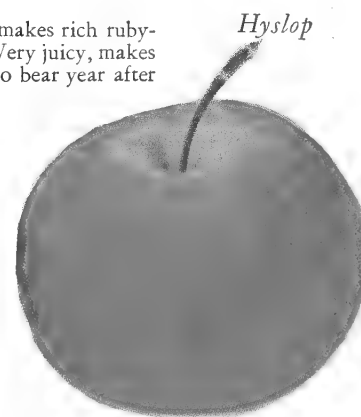
A blaze of red blooms, with reddish bark and leaves. The Apples are like rubies; makes rich jelly. Fine for cider.

### HYSLOP

Larger, dark reddish-purple fruits of wonderful flavor, heavy cropper. A fine cooking variety, makes tasty cider; tangy flavor when dead-ripe.

2-yr.-old 5- to 7-ft. trees, \$2. each; 3 for \$5.

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*Hyslop*

## FLOWERING CRABS . Malus

Especially in the north, these are the best flowering trees for general use. Gorgeous in full bloom. Many have interesting fruits; birds like them.

### BECHTEL'S

**Ioensis fl. pl.** Very hardy. Fragrant flowers resemble small roses, in profuse clusters. Grows slowly to about 8 ft. tall.

### TEA • THEIFERA

Fragrant, delicate pink flowers. Picturesque, handsome. Slow growth is a virtue. Crimson-flushed fruit.

### ELEYII

Robust. Large, dark pink flowers; showy fruit. Deep red spring foliage.

### FLORIBUNDA

Very free-blooming; beautiful clear pink. Yellow and red fruit.

Sturdy 2-yr.-old, 4- to 5-ft. trees, any of above, \$2. each; 3 for \$5.







Seckel

Think of having colorful and delicious fruits like these on your own trees in your own yard.



Clapp's Favorite Early

## PEAR TREES

Best grown in small plantings and therefore ideal for the home garden. Pears are the finest of all temperate climate fruits—authorities say that no other compares with them for lusciousness, aroma, and range of flavors. Our selection of varieties offers you the choicest of eating and canning Pears—just the ones we feel will give you the utmost satisfaction. You will receive strong, sturdy stock of the best age and size for most successful planting, all properly trimmed. All you have to do is to plant them—and the J. & P. Home Garden Guide, we send when your order is acknowledged, will tell you how.

### SECKEL

Sweet, juicy, full flavored. Pears smaller but very abundant; yellowish russet with red cheek. Good to eat, pickle, preserve. Ripens in Sept. Ultimate height, 12 to 15 ft.

### CLAPP'S FAVORITE

Extra hardy; early, large-sized fruit. Very juicy, with a delicate buttery flavor. Pale lemon-yellow, red blush, with fine brown dots. Ripens in Aug.-Sept. Ultimate height, 15 to 20 ft.

### GORHAM

New, but really a late Bartlett which the N. Y. Experimental Station, Geneva, N. Y. (where it originated) judges the "best new Pear in years." Juicy and of wonderfully delicious sweet flavor, with white tender flesh. Golden yellow, blushed pink. Ripe Oct. Ultimate height, 15 to 20 ft.

Large 2-yr.-old, 5- to 7-ft. trees (Seckel, 4- to 5-ft.) shipped trimmed, ready for planting. \$2.50 each; any 3 for \$6.

Shipped Express charges collect.

# J. & P. FRUITS *for*

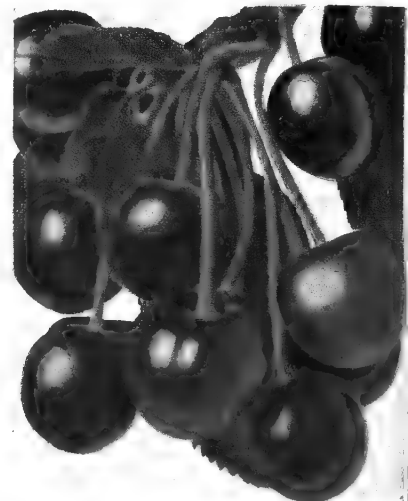
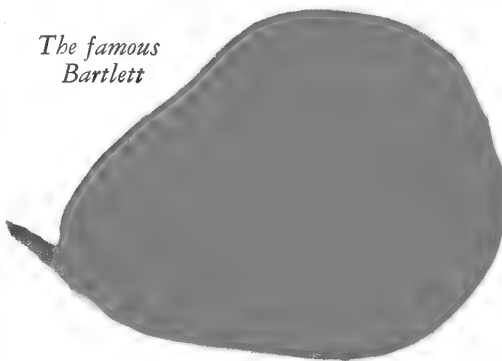
THE spirit of the times has added new interest and value to planting various fruit trees and vines in home gardens, and as ornamental features. The Victory Garden program fostered by the U. S. Department of Agriculture has stressed the fact that devoting more attention to gardening is indeed a true and necessary patriotic service to the nation. In making these selections we have been guided not only by the merit of

All J. & P. Modern Fruit Trees Are Shipped

### BARTLETT

Luscious large, juicy, rich-flavored yellow fruit with beautiful red blush. Excellent quality. Most popular. Generally recognized as the best canning Pear but almost equally fine to eat out of hand. A good strong grower and a regular and heavy bearer. Ripens in Sept. (or late Aug.) Ultimate height, 20 ft. This is probably the best-known Pear grown and an ideal one for home Victory Garden planting.

The famous Bartlett



Black Tartarian

## FAVORITE PLUMS

One tree will yield up to 200 quarts of fine-flavored fruits; a lovely sight in full bloom, also when laden with Plums. Shapely ornamental growth. Delicious to eat, most desirable for jelly, Plum-butter, preserves.

### STANLEY PRUNE

Never winter-kills, often bears within 3 years from planting. Ripens 10 days earlier. Large, firm, juicy, very sweet bluish-purple fruits; fine grained, tender. A reliable and vigorous grower; bears big annual crops. Ripens in Aug.-Sept. Ultimate height, 15 to 20 ft.

### ABUNDANCE

A large cherry-red early Plum with fine firm flesh. Sweet; excellent quality. Splendid to eat fresh, for cooking, canning, Plum-butter, preserves. Hardy, healthy and productive. Ripens in August-September. Ultimate height, 15 to 20 ft.

Abundance



Stanley Prune

### REINE CLAUDE (Green Gage)

The large roundish oval fruit of this popular Plum is juicy and of tantalizing flavor—probably the sweetest eating and canning variety. Makes wonderful sauce. Ripens in mid-Summer. Ultimate height, 15 to 20 ft.

2-yr.-old, 5- to 6-ft., extra-heavy trees, shipped trimmed, ready for planting. \$2. each; any 3 for \$5.

These prices include safe, expert packing, guaranteed to reach you in good condition. Shipped Express charges collect.

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## CHOICE PEACHES

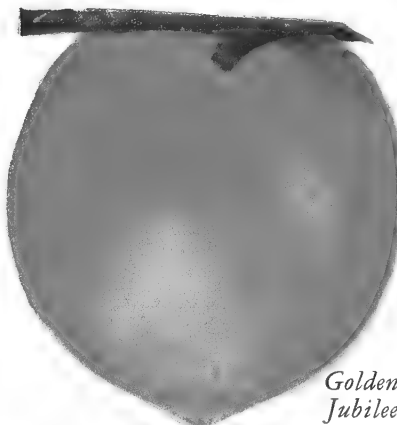
One of the most desirable of tree fruits, beautiful in blossom time and lavish with luscious fruit. Trees of graceful, pleasing shape at home in the garden, lawn, or almost any spot in the home-grounds. These selected varieties can make a most valuable contribution to your home food supply. Eaten fresh from the tree, their flavor is incomparably delicious, almost to the point of luxury. And your own home-canned Peaches always taste better than any others.

### GOLDEN JUBILEE

Ripens in Aug. Sweet, golden yellow flesh. Best early yellow. Flushed with red. Freestone; distinct, long shape. Luscious yellow flesh; tender, juicy and sweet. Hardy, fertile. Ultimate height, 15 to 20 ft.

### HALE HAVEN

Freestone, bearing Sept. 1. Large, roundish fruit, flesh and skin yellow, blushed red. Sweet flavor. One of the most beautiful of all Peaches. Heavy producer. Ultimate height, 15 to 20 ft.



Golden Jubilee

### ELBERTA

Ripens around mid-Sept. Large, solid, juicy. Freestone. Flavorful yellow flesh; canning favorite. A splendid home-garden variety, very productive, which adapts itself to all sorts of soils and climates. Ultimate height, 15 to 20 ft.

### BELLE OF GEORGIA

A large, beautiful white-fleshed freestone; yellow skin, red blush. Ripens around Sept 1. Vigorous, productive. Very sweet, juicy, flavorful, and of wonderful quality. Ultimate height, 15 to 20 ft.

### EARLY CRAWFORD

A general-utility and very productive variety that bears large freestone fruit of the finest quality. Rich yellow with red cheek. Ripens early September. Ultimate height, 15 to 20 ft.

Large 1-yr., 4- to 5-ft. trees, shipped trimmed, ready for planting. Any of above varieties, \$1.50 each; any 3 for \$3.75

These prices include safe, expert packing, guaranteed to reach you in good condition. Shipped Express charges collect.



Hale Haven

GARDEN



FOR VICTORY

Jackson & Perkins Co.

# Your Victory Garden

each variety as a worthy producer of a delicious, useful crop but also to have a graceful growth that will harmonize with the home grounds.

Victory Gardens which contain the items described in these two pages will give you generous supplies of truly fine fresh fruits, grapes, and berries for years and years.

*Trimmed for Planting; You Pay Express Charges Collect*

## SWEET CHERRIES

Beautiful in full bloom. Ornamental in any planting, and generous in tasty fruit for eating and canning.

### BLACK TARTARIAN

Large, heart-shaped, rich, juicy. Heavy crop, late June. Luscious, sugary. Best for eating. Ultimate height, 15 to 20 ft.

### NAPOLEON

Yellow and amber, red blush, large, firm, juicy, very sweet. A quick, heavy producer, late June. Ultimate height, 15 to 20 ft.

### WINDSOR

Hardy, prolific. Very large, dark red, almost black; solid, meaty flesh; alluring taste. Unsurpassed for eating, canning. Ripens in late July. Bears in 3 to 4 years. 15 to 20 ft.

2-yr.-old, 5- to 7-ft. trees  
\$2.50 each; any 3 for \$6.

## RED SOUR CHERRIES

To enjoy large, super-size Cherries from your own trees for tastiest pies, tarts and canned fruits, plant these sour varieties. They are beautiful in full bloom and a distinct addition to any yard or garden.

2-yr.-old, 5- to 7-ft. trees, \$2. each; any 3 for \$5.

## RASPBERRIES

Strong, 2-year, field-grown stock for an abundance of luscious berries beginning the very next year after planting. You enjoy them most when you grow your own. To eat out of hand, for the table, for jellies, jams, preserves, these varieties will delight you. With the addition of Raspberries, your home garden will be better balanced and give you greater variety and interest. They are not hard to grow, require but little care, and will reward you prodigally with the tastiest and most flavorful fruits.

*Cumberland Black*

*Indian Summer Everbearing Red*

### CUMBERLAND BLACK

Vigorous, healthy plants. Remarkably firm berries, sometimes  $\frac{1}{8}$  in. in diameter. Largest black, prolific, wonderfully flavored. An ideal variety for the home garden because plants are iron-hardy and wonderfully productive. Ripens early July.

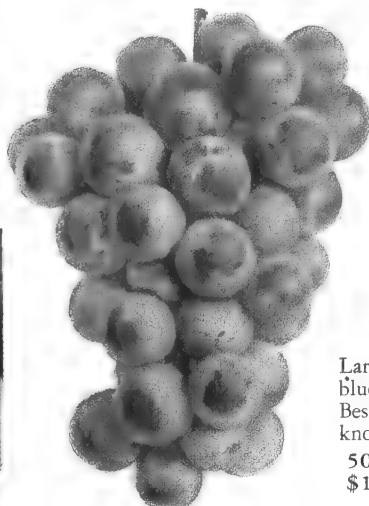
6 plants for \$1;  
12 for \$1.75

*Your reward—luscious, flavorful berries like these illustrated!*

## THE BEST GRAPES

Always a favorite with gardeners. These finest grade No. 1 plants bear very well every year; some bunches may be expected the year after planting. Fine for fences, pergolas,

arbors, etc. You can choose red, white and blue varieties for patriotic arrangements in fruit bowls, etc.



*Catawba*

### CATAWBA

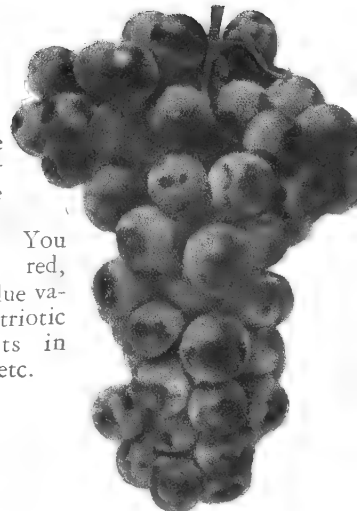
The red Grape with spicy flavor. Long, large, broad clusters. Ripens late Sept.

50c each; 3 for \$1.35; 12 for \$5.

### NIAGARA

The finest White Grape. A vigorous grower, sweet, amber-white. Ripens in mid-Sept.

50c each; 3 for \$1.35; 12 for \$5.



*Fredonia*

### FREDONIA

One of largest, sweetest. Blue-black; superb flavor. Ripens early Sept.

75c each; 3 for \$2.12 for \$7.50



*Niagara*

## Grape Arbor Planting

### Group #440

*Fredonia, Catawba, Niagara and Concord, all four for a grand colorful display in the garden and attractive bowls of luscious fruit.*

**4 Plants** 1 of each **\$1.85**  
(value \$2.25)

## INDIAN SUMMER EVERBEARING RED RASPBERRY

First crop in June; second crop starts in Sept., continuing till stopped by freezing. Vigorous, hardy, bears heavily. Finest and most delicious everbearing red Raspberry. Large, flavorful berries with just the right sweetish-tangy taste.

6 plants for \$1.50; 12 for \$2.50

### GIANT LATHAM RED

Enormous crops from late June till mid-July. Delicious fresh or canned. Truly giant berries, some fully an inch long. For size, heavy bearing, and tantalizing taste, giant Latham Red well deserves its distinction as the most popular Red Raspberry.

6 plants for \$1.25; 12 for \$2.25

*Giant Latham Red*





*Doesn't this bring back memories of your childhood, gathering chestnuts in the woods with a gunny sack after the first cutting frost? Look at these big fat nuts, three to a burr. What a privilege to have them on your own grounds so quickly!*

## Chestnut Trees Produce More Food Than Any Other Nut Trees

Chestnut Trees are considered the most productive nut trees grown in northern latitudes! They do better in poor soil than any other nut, but grow more rapidly and reward you handsomely for the fertilizer you give them. They thrive in acid soils and yet are at home in alkaline soil; do not like "wet feet." They even like open, exposed and wind-swept spots.

## They Add Distinction to Any Grounds

The J. & P. Blight-Resistant Chestnut Trees you plant this spring will quickly bring beauty and distinction to your yard or grounds. In addition to their ornamental attraction and unusual interest, at Chestnut-time they unite the happy memories of your own childhood with those of your children when they have gathered the nuts in a couple of years. The graceful trees are free-growing with attractive, glossy, rich green leaves on low-sweeping branches; when mature they are of medium size as in the picture at bottom of page.

## Big 5 to 7-Ft. Trees \$4

3-year-old nursery-grown trees, ready to start to grow for you. We suggest you plant at least two this spring.

3 for \$10.

## 3 to 5-Ft. Trees \$2.50

2-year-old nursery-grown trees of the same quality as the larger trees above, to plant a larger area at lower cost.

3 for \$6.75

**J. & P. Blight-Resistant Chestnut Trees are shipped trimmed ready to plant and come to you Express Charges Collect.**

Planting instructions included with every order



*With the bag already full, look at those fat, delicious nuts in the burr she's holding!*

*A 15-year-old tree like the one at left will bear as much as a bushel of nuts in a season.*

Page 46

# Big Brown Chestnuts

## Ready to Drop from the Burrs of Your Own Quick-Bearing Trees for the Whole Family to Munch

### J. & P. BLIGHT-RESISTANT CHESTNUT TREES

### *First Harvest in Just Two Years!*

**N**OW you can grow Chestnuts! Only two years from this fall, right in your own grounds, you can pick big, fat, tasty Chestnuts from the trees you plant this spring! Remember gathering Chestnuts in the good old days—haven't you felt sorry for your children because they couldn't? The devastating blight that stripped our forests of the native Chestnut was an American tragedy! Now these hardy, blight-resistant Chestnut trees will bring them back. More than that, you need not wait 15 to 20 years for nuts—they'll bear year after next!

Very long-lived, they are an ornamental investment that will continue to repay you for years and years. From about Sept. 15 each year, you'll reap a royal harvest of big, shiny, taste-tempting Chestnuts for eating raw, for roasting, for Chestnut stuffing in the Thanksgiving turkey.

This treasure has been years in the making, thoroughly tested and bred for definite blight-resistance. Of sturdy Chinese stock, the trees are quick and prolific bearers, usually produce 3 sweet, full-flavored nuts to a burr—delicious as the old native American, a little larger-sized, hardy in the same general areas.

No waiting—you get your first harvest two years after planting. They have been known to bear nuts when little more than shoulder high. Plant a few of these superb, blight-resistant Chestnut Trees in your yard—a dozen or more on your estate—they're wonderful!

*One of the finest of ornamental trees, here used in the flower border, bestowing its ripening harvest of nuts along with the Fall Asters and Chrysanthemums in bloom.*



# ROSES

# for Every Garden

Every home, whether on smallest city lot or large estate, has a plot or plots where Modern Roses can be enjoyed.

## HYBRID TEAS

for beds along walks or drives, beds set into the lawn, formal gardens, cutting gardens, etc.

## FLORIBUNDAS

for all the uses of Hybrid Teas, also for mass display, accent in shrubbery, borders, etc.

## CLIMBERS

train over archways, doorways, arbors, posts, fences, walls, buildings, etc.

Everblooming, the Modern Hybrid Tea Roses are the most popular of all flowers. There is no greater thrill than to cut from your own Rose garden exquisite, perfect blooms like those in the florists' windows and at the Rose Shows. New thousands every year learn how simple it is to plant and care for Modern Roses. See pages 4 to 19.

Hybrid Tea Roses should be planted in rows 18 in. apart, spaced at about 16-in. intervals in row. In the South and Far West planting distances should be somewhat greater.

Be sure to include these marvelous new Roses—the hardy, everblooming race that has inspired the Floribunda vogue all over America. Their profuse clusters of Hybrid-Tea-size flowers create outstanding massed color effects and are equally suited for shrubbery plantings, borders and beds. Many gardeners secure very striking effects in groups of 3 to 5 or more of a variety in shrub borders or special beds. There are interesting suggestions for uses on page 20.

Because of their dense foliage and bushiness, plant Floribundas 18 in. or more apart.

There are few flowering vines that can be as beautiful as Modern Climbing Roses—few that grow as fast or are as permanent, or have the height, spread and bushiness. For wealth and continuity of colorful bloom, none can equal the lovely Everblooming Climbing Roses. Even a single plant will produce hundreds of gorgeous double blooms. Climbing Roses create spectacular decorative effects, and are ideal screens for privacy or to cover unsightly spots. We suggest you turn to pages 25 to 29.

## The J. & P. Motto—

# ONLY ONE GRADE - The Finest

EXPERIENCED gardeners recognize true values and fair prices. The continuing and abundant harvest of J. & P. Modern Roses from June to October quickly demonstrates the futility of the small savings through lower prices for inferior grades. J. & P. Modern Rose plants are more than "No. 1 grade" and "2-yr.-old"—they are the finest that modern horticultural skill has been able to produce—superior in hardiness, resistance to disease, form, fragrance, habit and abundance of bloom. They are full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name and class, sturdy and free from disease.

## Largest Rose Hybridizing and Research Dept. in the World

The Jackson & Perkins Dept. of Plant Research maintains the world's largest Rose hybridizing operations to assure continued progress in the Parade of Modern Roses. Because of their excellence, J. & P. Modern Roses were used exclusively in the Rose Gardens in "Gardens on Parade" at the great New York World's Fair; several are All-America winners.

## 120 Testing Stations, Coast to Coast

Even after extended trials of new Roses in our nurseries, we take another two years for actual garden tests by 120 trusted observers from coast to coast, to further assure satisfactory performance everywhere in the U. S. A.

## Also Creators of Modern Perennials

Under the direction of Eugene S. Boerner, wide improvement has also been made in Modern Perennials.

## All Roses and Perennials

# Sent Prepaid

Every price in this book includes the most expert packing and transportation paid to your address when remittance in full accompanies order, except Tree Roses on 2nd cover, Trees on pages 43, 44, 45, 46. (C.O.D. shipments are transportation collect.)

## We Do Not Ship Perennials West of Denver

**TERMS**—Please send full remittance with order. If you wish a charge account with us, give bank and 3 other references.

**C. O. D. Orders**—If you wish C.O.D. shipment send remittance of 10% with order, or \$1. on order for less than \$10. Your plants will be sent parcel post or express; balance due, C.O.D. fee and transportation, collect.

## Sixty-Nine Years of Service

Our extensive trade requires the operation of nurseries from the Atlantic to the Pacific using the most modern scientific methods and equipment. Experimental greenhouses are also maintained in Newark, so our plant research and hybridizing activities may continue without interruption every month of the year.

## SYMBOL OF OUR GUARANTEE

Every Modern Rose plant you receive from us bears a waterproof identification label (see at right), symbol of guarantee on page 3—that your plants will be of the finest quality, full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name and class, sturdy and free from disease, and will reach you in perfect condition.

J. & P. Modern Perennials, Fruits, Shrubs, Trees, etc., must meet the same exacting standards as J. & P. Modern Roses and are backed by the J. & P. Guarantee of Quality and Satisfaction.



## Rose Plants for Gifts

J. & P. Gift Certificate in Plastic Box with Handmade Token Rose

For all occasions, the crystal-clear plastic box is a gift in itself! With every Gift Order for \$1.50 or more, it carries the Gift Certificate Greeting Card which lists the plants your friend will receive at planting time. Your name will be inscribed as sender.

Choose any plants in this catalog—Roses, Perennials, Fruits, each gift to total \$1.50 or more. Be sure to give names and complete addresses to which Gift Certificate Boxes are to be sent, and dates they should be mailed. Praised by leading garden editors.



## Ten Titles for all occasions

On Valentine Day  
Easter Greetings  
Happy Birthday  
Happy Anniversary  
Wedding  
Congratulations  
For Mother  
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Congratulations and Best Wishes  
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Merry Christmas

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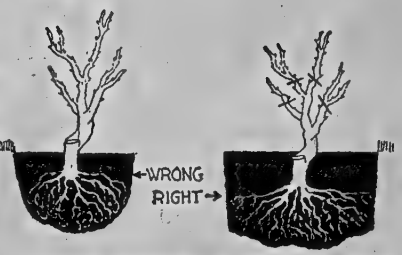
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# It Is Easy to Plant and Care for— MODERN Roses

WITH every order we include the complete, illustrated, brief J. & P. "Guide to Successful Rose Gardening," that tells how to plant and care for Modern Roses every month of the year, including preparation of soil, pruning and winter protection—even a diagram showing where and how to cut the blooms for bouquets. Prepared under the direction of Eugene S. Boerner, head of the J. & P. Dept. of Plant Research, in collaboration with the well-known horticultural artist and gardening authority, Henry B. Aul.

Both Hybrid Teas and Floribundas are everblooming, from June till frost, and may be planted along walks or drives or in symmetrical beds arranged at some vantage point in the lawn, as well as in formal gardens and gardens devoted exclusively to Roses. Varieties may be selected according to their individual plant habit, for a height of from 18 to 30 in. or more. With even little care they should live for years and bloom abundantly.

Modern Climbing Roses have unlimited possibilities for providing a wealth of color and fragrance in any plot, from the smallest front lawn or backyard to the largest estate—on fences, pergolas, arbors, pillars, trellises, porches, walls, garages and other buildings.



**HOW TO PLANT ROSES**  
This diagram showing the proper depth to plant a Modern Rose is one of the 22 easy-to-follow drawings in the complete, concise J. & P. folder "Guide to Successful Rose Gardening," included with every order.

# MODERN Perennials wonder-workers in every garden!

In recent years astounding improvements have been made in almost all classes of Perennial Flowers, and they present the widest possibilities for use in modern gardening. We present only the newer and greatly improved varieties which we have searched out both here and abroad and those hybridized in our own nurseries. Complete J. & P. Home Garden Guide free with every order—how to prepare ground, how to plant, etc.—has helpful garden plans.

You may select a complete range of colors for each season from early spring till severe frost, a continuous sequence of bloom. J. & P. Novelty Perennials may also be selected for height and habit to fit any plot in your garden, wet or dry, sun or shade. For best results, plant 3 or more of a variety together.

*We Do Not Ship Perennial Plants West of Denver*

## HELPS FOR A BETTER GARDEN



### HARCO Sprayer

The simple, easy-to-use, efficient Sprayer you have long wanted! Now better than ever, with improved, easy-cleaning nozzle assuring perfect spray. Long hose and extension rod reach under side of foliage and far sides of plants. Glass jar holds ideal portions for home garden. Pump fits wide-mouth Mason jars so different kinds of spray may be kept ready for use. Pumps easily with one hand as you spray. Complete with pump, jar, hose, rod and nozzle.

**\$2.35**  
Postpaid

### FLORALIFE

*to make your cut flowers last longer; no need to change water daily*

You might as well have several extra days of life for the Modern Roses and Perennial Flowers you cut for bouquets and arrangements—also those that come from the florist's. Floralife helps keep their beauty days longer—and you do not have to change the water at all!

1 Packet Treats 2 Quarts of Water  
**10 Packets \$1.25**    **25 Packets \$2.25**

### The Water Wand

A practical, scientific, irrigating tool that makes watering a pleasure. Weighs just 1 lb., 52 in. long. Directs a gentle flow of water—of full pipe volume—underneath foliage and to back of flower-beds, to soak deep around roots. No splashing over leaves and blossoms—no waste of water. Does not wash top soil nor uncover roots. Encourages deep, sturdy roots. Delivers up to 15 gals. per minute.

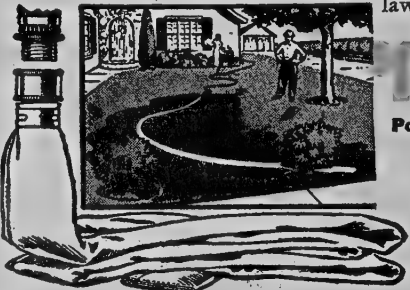


**\$2.00**  
Postpaid

*Gardening Supplies Sent Postpaid*

### The Soil-Soaker

Like all-night rain, the water seeps through the pores of the treated, mildew-resistant, self-cleaning canvas hose over its entire 18-ft. length—no spray, no wash, no waste, no wetting leaves of plants. Connect to your hose, turn on water, let it go! With "Y" connection two can be used on one hose, running between rows of plants. Fine for lawns, too.



**\$1.90**  
Postpaid

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## Spring 1944 Emergency Notice Low Stocks!

Stocks of Rose Neige Parfum are already exhausted; no more can be sent till Fall 1944. Stocks are low on some others. There is a real shortage of Rose plants.

### We Urge You to Order at Once!

We are happy to tell you that stocks of Modern Perennials are good, and this is a fine year to increase your display.

**Jackson & Perkins Co.** 1 Rose Lane, Newark, New York State

TO TEAR OUT AND MAIL

# ORDER BLANK

# Jackson & Perkins Co.

# I Rose Lane

NEWARK, NEW YORK STATE

In accord with the J. & P. Guarantee,  
send the following plants to:

**MR.  
MRS.  
MISS**

.....DATE:.....  
(PRINTING YOUR NAME AND ADDRESS WILL HELP US HANDLE YOUR ORDER)

STREET or R.D. ....

POST OFFICE.....ZONE.....STATE.....  
(If you live in a city using Postal Zone numbers, be sure to show yours above)

EXPRESS OFFICE

(if different from P.O.)

Do you want us to send an equally good variety if any of the kinds ordered are sold out?

**TERMS:**—Send money in full with order to secure shipment of roses and Perennials. Perennials are not shipped west of Denver.

**All orders will be shipped at proper planting-time.**

[illegible]

**World's Largest Rose Growers • NEWARK, NEW YORK • Rose Capital of America**

TEAR OUT ON PERFORATED LINE—MAIL EARLY

[illegible]

## SUGGESTIONS FOR YOUR 1944 GARDEN

## Have You Included These Favorites?

### Three Roses—the "Aristocrats of Rosedom,"

will transform any garden. (2nd cover)

Brandywine—the "Rose of the patriots"

beautiful in bouquets. (Page 5)

**Katherine T. Marshall**—the 1944 All-American

ca. winner, created in the

Plant Research. (Page 5)

**World's Fastest (Page 4) and Parade of**

**Peers** (*Page 6*) two outstanding dozens of

Modern Roses, at a special price.

**Mary Margaret McBride—1943 All-America**

winner, also created by J. & P. (Page 14)

**Glorious Floribunda Roses** (*Pages 20-25*)

Pinocchio, Marionette, Betty Prior, etc.

**Miniature Roses.** (Page 24)

**Torch**—world's brightest Climber. (Page 28)

**J. & P. Chrysanthemums.** (Pages 32-33)

**Giant Northern Delphinium.** (*Pages 34-35*)

**Exotic Giant Clematis.** (Page 42)

**Blight-Resistant Chestnut Trees—tasty**

nuts in just 2 years! (*Page 46*)

**Berries, Grapes, Fruit Trees.** (*Pages 43-45*)

**Floralife**—adds extra days to cut flowers; no

**ORDER EARLY THIS YEAR!**

Another Russian Like Last Year Is Beginning—The Earlier You Send Us Your Order, the Better We Can Serve You and Supply What You Want. The free J. & P. "Home Garden Guide"—how to plan, how to prepare ground, how to plant, what to do all year round, is sent postpaid soon as your order is received.

# SPRING 1944 EMERGENCY NOTICE

**Early orders have exhausted stocks of *Rose Neige* *Parfum*** even before this catalog was completed; more plants will be ready for the fall 1944 planting season. Some varieties were all gone and omitted from this catalog before it was printed; if any of your favorites are not included, look for them in the Fall 1944 J. & P. Catalog. To avoid disappointment, mail this Order Blank as soon as possible.

TEAR OUT ON THIS RED LINE





# Special Christmas Gift Order Blank

## for Modern Rose Plants

Let the J. & P.

## Modern Rose Gift Certificate Be a Passport to Pleasure for Those Who Love Their Home

Read about this unique plan for Christmas giving on the other side of this Order Blank. Your friends receive the Holiday Box at Christmas time; the Modern Rose Plants next spring. On Certificate we show names of Roses or plants, not prices. Order any of the groups at right, or make up your own selections, or simply indicate amounts (see "How to Order" on other side).

● Please Mail Christmas Orders  
AS EARLY AS POSSIBLE!

### Special Groups For Christmas Giving

- X-41—1 plant—Fantasia, the yellow Hybrid Tea Sensation, new for 1945. (Pat. No. 590)..... **\$1.50**
- X-42—1 plant—Dr. J. H. Nicolas, everblooming giant double rose-pink Climber. (Pat. 457)..... **\$1.50**
- X-43—1 plant—Mrs. Miniver, named for Greer Garson's portrayal, new red Hybrid Tea for 1945. (p. a. f.)..... **\$2.00**
- X-44—1 plant—Katherine T. Marshall, 1944 All-America winner, glowing pink Hybrid Tea, named for the wife of General Marshall. (Pat. 607).... **\$2.00**
- X-45—2 plants—Countess Vandal, "Queen of Modern Roses", copper and pink Hybrid Tea. (Pat. 38) **\$2.50**
- X-46—2 plants—Blaze, flag red, the world's most popular Climbing Rose. (Pat. 10)..... **\$2.50**
- X-47—3 plants—Peers of Rosedom: Countess Vandal, Eclipse, Dicksons Red (pink, yellow and red Hybrid Teas). (Pats. 38, 172, 376)..... **\$3.25**
- X-48—4 plants—Finest Floribundas: World's Fair, Pinocchio, Cheer, Summer Snow. (All pat. or p.a.f.)..... **\$4.00**
- X-49—4 plants—Favorite Hybrid Teas: Crimson Glory (red), Fantasia (yellow), Katherine T. Marshall (pink), Signora (mandarin). (All pat) **\$5.00**
- X-50—1 plant—J. & P. Tree Rose (red), on 3½-ft. trunk, blooming at eye-level..... **\$4.00**
- X-51—2 plants—J. & P. Tree Roses, red and yellow, same high quality..... **\$7.50**

(Or Select Any Plants in this Catalog,  
so long as Each Gift is \$1.50 or more)

## Jackson & Perkins Co.

**WORLD'S LARGEST ROSE GROWERS**  
**Newark, New York State**

Enter my order for Modern Rose Christmas Gift Certificate Boxes, to be mailed postpaid to the names and addresses below, on or before Dec. 15.

Enclosed  
is

\$ .....

My Name.....

My Address.....

Plants to be shipped postpaid to addresses below, at spring planting time

GROUP NO. (OR AMT.)	Name.....
	Street.....
	P. O. & State.....
GROUP NO. (OR AMT.)	Name.....
	Street.....
	P. O. & State.....
GROUP NO. (OR AMT.)	Name.....
	Street.....
	P. O. & State.....

GROUP NO. (OR AMT.)	Name.....
	Street.....
	P. O. & State.....
GROUP NO. (OR AMT.)	Name.....
	Street.....
	P. O. & State.....
GROUP NO. (OR AMT.)	Name.....
	Street.....
	P. O. & State.....

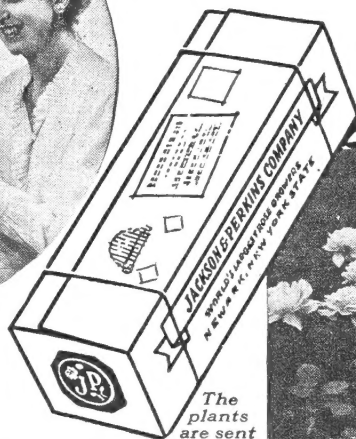
● Be Sure to Fill In above, the Name and Complete Address of Each Friend for Whom You Order, to Avoid Delay in Delivery of Your Gifts



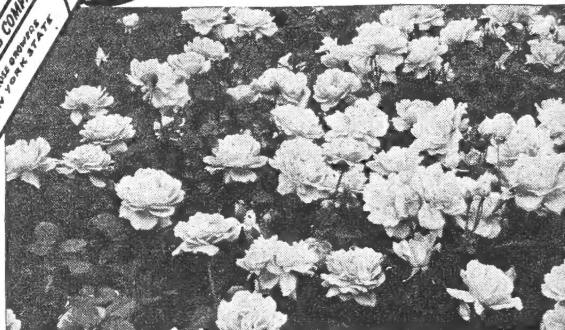


At Christmas Time

# Christmas Gifts Supreme!



The plants are sent at spring planting time.



All Summer and Fall, year after year

**Make Modern  
Rose Plants  
Your Holiday Remembrance**

With the J. & P.

## Modern Rose Gift Certificate

*Say "Merry Christmas" with Modern Rose Plants*

**T**HINK of the thrill this gift will bring at Christmas time, and the anticipation of the 1000 days of enjoyment as the Roses bloom. You have given something to look forward to! Year after year, the gorgeous blooms will contribute color and fragrance to enhance the measure of your devotion.

Even before wartime shortages made Christmas shopping such a problem, this unique J. & P. idea won tremendous popularity, the praise of gift editors of leading magazines, and nationwide compliments from those who received these gifts. They are the ideal holiday remembrance. Time is kind to a friendship in which living Roses have taken root.

### HOW TO ORDER

For your convenience we have selected several groups of favorite Modern Roses, on other side. Or you may make up your own selection of any Plants or Groups in the Fall 1944 Jackson & Perkins Catalog.

If you prefer, simply indicate the amounts you wish to give and your friends may select from the Jackson & Perkins 1945 Catalog we shall send to them right after Christmas.

*Each gift must be  
for \$1.50 or more*

### The Souvenir Box and Certificate Are Sent at Holiday Time

Before Dec. 15th we will mail these festive packages to the names and addresses you supply on the gift order blank on the reverse side of this page.

### The Modern Rose Plants Are Sent at Proper Spring Planting Time

The Rose Plants you give are sent at the proper Spring planting time, in perfect condition and all ready to start growing as soon as your friends plant them. We mail them postpaid.

### The Gift for All Occasions

Everblooming J. & P. Modern Rose Plants are ideal too for birthdays, weddings, anniversaries, etc., celebrating each occasion in their own magnificent way.

Special gift certificates have greetings for Mother's Day, Birthday, Anniversary, Valentine, Easter, etc.

## Jackson & Perkins Co.

WORLD'S LARGEST ROSE GROWERS

Newark, New York — *The Rose Capital of America*

*Order Early*

USE ORDER BLANK  
ON OTHER SIDE

# Perennial Highlights for 1944

## NEW GIANT HARDY TRITOMA Robin Hood

Yes, it's really true! You can now have these mammoth spires, far superior to the old-fashioned "Red-Hot Pokers," on stems 30 in. long—all without the fuss of having to dig up and store over winter! Robin Hood is really hardy, surviving the rigorous below-zero winters of northern New York. Here is compelling color dramatically displayed! The brilliant spires will stir your imagination as does the bold, chivalrous Robin Hood of Sherwood Forest. The towering flower-heads are red-orange, bright but not harsh in their display, starting in July and reaching their peak in Sept.; frequently as many as 10 to 12 long spires at a time. Narrow lanceolate foliage. Robin Hood thrives in almost any sunny location. For a varied color range, combine with the J. & P. Hardy Tritomas on page 40.

\$1. each; 3 for \$2.50; 6 for \$5.



Tritoma  
Robin Hood

IN A year when there is such tremendous interest in Perennials—both for planting in the Victory Garden and for adding the cheer of color and fragrance to the home grounds by the use of colorful borders, sidewalk and boundary plantings—it is indeed a pleasure to provide these indomitable leaders—two entirely new, never before listed in the "Parade of Modern Perennials." You will never regret including all three in your plantings this spring—you'll want many more pictured within this book, pages 30 to 41.

## Three Outstanding Favorites for Your Garden

### GROUP #439

For new interest every day all summer long, and interesting conversation for your garden guests as they admire the result of your plantings this spring, here is a special price on these three Modern Perennials—Tritoma Robin Hood, Lythrum Rosalie and Violet Royal Robe.

9 Plants, 3 of each  
(value \$6.90) postpaid for ..

\$5.50

### LYTHRUM, Rosalie

Salicaria Rosalie will further increase the modern vogue for Lythrum so accelerated by our introduction of The Beacon about three years ago. The lovely flowers are a captivating art shade of rose-pink which creates lovely color harmony in many locations. Of wide adaptability, doing equally well in moist, shady borders and in open, dry locations—not subject to diseases. The graceful flowers are closely set on 2-ft. spikes that flower right down to the ground. Interesting foliage. Long season—blossoms from July till frost. Height 2 ft.

65c each; 3 for \$1.65; 6 for \$3.25



Lythrum, Rosalie

© J. & P. CO.

For a bright beacon in the border,  
order Lythrum The Beacon, page 37.

### VIOLET, Royal Robe

(Plant Patent rights reserved)

Magnificent, extra-large flowers of lustrous, deepest violet-blue. So intensely fragrant a few plants will fill the air and send their delightful perfume even hundreds of feet away. A few flowers will fill an entire room with their exquisite odor. Ideal for corsages, bou-tonnieres, bouquets.

The rugged plants have sturdy foliage and bloom abundantly in early spring, also in fall. The large, superb flowers open wide, like a pansy or viola, as much as 1¾ in. across. Their stiff, erect stems grow up to 8 in. or more.

We are proud of this new and highly prolific Violet with so many unusual qualities, knowing it is hardy enough to live over winter even in this rigorous climate of northern New York State; we protect the plants with leaves or straw. Strong growing plants.

65c each; 3 for \$1.65; 6 for \$3.25

For the popular Double Violets  
please turn to page 41.

### J. & P. Home Garden Guide FREE

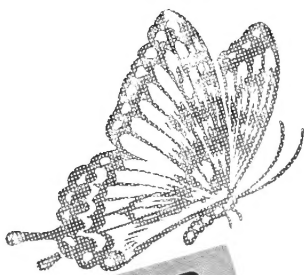
Soon as your order is received, we mail you the complete J. & P. Home Garden Guide FREE—how to plan, how to prepare ground, how to plant, what to do in your garden all year long. You'll keep it safe and give it much use.

Remember Last Year's Rush—Order Early,  
Be Sure of the Plants You Want



Violet,  
Royal Robe





**NEW**

# Exotic **WHITE** Butterfly Bush

**ALL FOUR  
ON THIS PAGE  
GROUP #438  
SPECIAL OFFER!**

**4 Plants \$2.25**  
1 of each  
(Value \$2.70) Sent  
prepaid

*Long, lovely, fragrant, glistening white  
sprays like white lilacs all summer and fall—  
a Jackson & Perkins Introduction*

## **BUDDLEIA, White Bouquet** (Plant Patent No. 536)

**T**HINK of it! An abundance of long, fragrant sprays all summer and fall, on a graceful, medium-sized bush that seldom exceeds 5 or 6 ft. in height, generally lower. A lovely accent in any landscape, and a wonder-worker in harmonizing and separating other colors in the shrubbery plantings; especially prized because of its long season of bloom. The long-looked-for ideal shrub for white or blue-and-white gardens. Very easy to grow; needs little care. Buddleias are often called "everblooming summer lilacs." Sweetly fragrant, the graceful, all-out-at-once spikes are a great attraction for butterflies.

Those who have seen White Bouquet say it is an important new contribution to horticulture. Be sure to have several plants in your garden this year—they will be admired by everyone and you will find endless uses for the huge, exquisite, 8- to 10-in. flower-spikes (in the deep South, 15- to 18-in. spikes).

White Bouquet blooms continuously and profusely from July to frost, the long-lasting flowers are unsurpassed for cutting.

Very hardy; like all Buddleias, in most localities the tops die down in winter, then come up again even more vigorously in spring. The roots live on from year to year. The rich, attractive, dark green, abundant foliage has a silvery sheen on the under side. Plant in most any soil or climate. Lovely when planted with Floribunda roses and perennials; excellent as a flowering shrub. Strong field-grown plants.

75c each; 3 for \$2.; 6 for \$3.75

## **Buddleias in Bright Colors**

### **CHARMING**

Charming gives a glorious effect in the garden or shrubbery border, and produces an abundance of lovely sprays, most effective in cut-flower arrangement. With all the virtues of the well-known Ile de France, but taller and with larger spikes of exquisite pink. Strong field-grown plants.

60c each;  
3 for \$1.60;  
6 for \$3.

### **ILE DE FRANCE**

Majestic, hardy, but stays within bounds; sometimes grows up to 6 ft. tall. Long, 1-ft. flower-spikes of glowing claret-purple. Irresistibly calls butterflies to enjoy its nectar—pleasing fragrance. Blooms generously from July to frost; fine for cut-flowers. Strong field-grown plants.

60c each;  
3 for \$1.60;  
6 for \$3.

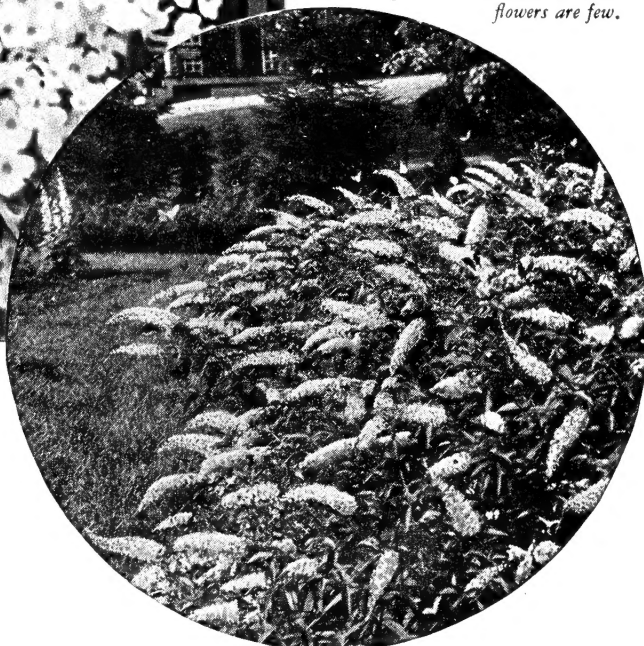
### **ROYAL RED**

(Plant Patent No. 556)

The first truly red Butterfly Bush! Sweetly fragrant, admirable for cutting. Royal Red and White Bouquet are unequaled by any other hardy, summer-blooming plants. Grows 4 ft. tall; produces an abundance of spikes even the first year, from July until frost. Strong field-grown plants.

75c each;  
3 for \$2.;  
6 for \$3.75

*White Bouquet is truly a delightful bouquet wherever planted! It will bloom just as gloriously for you, setting off the lawn and grounds, brightening otherwise dull spots in late summer when flowers are few.*



*White Bouquet*

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*Charming*

*Ile de France*

*Royal Red  
(About 1/2  
life-size)*

*All J. & P. Modern Roses and Perennials  
Are Sent Prepaid at Planting Time*

**Jackson & Perkins Co.**  
NEWARK, NEW YORK  
*Rose Capital of America*